



# MEMORANDUM

**DATE:** October 23, 2020

**TO:** Chair and Members of the Planning and Zoning Commission

**FROM:** Tom Drzazgowski, Chief Zoning Inspector; Janet Emel, Senior Planner

**SUBJECT:** Follow up on Recently Received Public Comments and Staff Proposed Revisions to Sign Code Text Amendment

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Staff initiated the proposed Pima County Zoning Code Sign Code Text Amendment at the November 28, 2018 Planning and Zoning Commission hearing. In previous text code amendments, staff would outline the comprehensive review and changes that were being proposed at initiation, create a draft document, provide the draft to stakeholders for review and comment, and proceed through the hearing process to the Commission and Board of Supervisors. For this sign code text amendment process, staff has taken an approach that has provided extensively greater opportunities for stakeholder interaction and input. For the first part of the process, before any proposed changes were drafted, staff reached out to stakeholders to meet and discuss concerns or items that needed to be addressed, and how staff should proceed with drafting the amendment. These initial meetings occurred between January and December 2019, and included all stakeholders who wanted to participate and provide input.

Once staff received and compiled the initial comments, Draft 1 was written and provided to stakeholders on January 28, 2020. Staff then offered to meet with the broad group of stakeholders to solicit feedback on Draft 1. Comments and suggested edits were received and changes were made. Draft 2 was released and additional opportunities to provide comments commenced. As staff further refined the amendment, the meetings and comments became more precise and the dialogue with stakeholders became more focused on specific areas of concern. For instance, one topic that generated a significant amount of input was the Electronic Message Display (EMD) sign type. Based on the continuing dialogue with stakeholders, staff further refined this section and Draft 3 was released as part of the packet presented to the Planning and Zoning Commission.

Staff believes that the opportunities for stakeholders to provide input and comments throughout the process has been comprehensive. Some of the stakeholder groups with whom staff has met to discuss the code changes include the Billboard Review Committee, Green Valley Council, Tucson Mountains Association, the Arizona Astronomy Consortium, International Dark-Sky Association, business representatives and members of Boards of Adjustment. The complete list of participating stakeholders through the process is provided as Attachment 2 in the Commission's packet. In addition, staff is providing Drafts 1 and 2 to the Commission with the lists of comments provided after each release. We are also providing documents that list each written stakeholder

comment and staff's response to the change to show the efforts made to include stakeholders and the incremental changes that have taken place up to Draft 3. In addition, our memo outlines further suggested edits to the text based on the most recent comments received.

During the process, staff has presented the sign code text amendment as a multi-faceted effort (i.e. not limited to the court case). The legal ad states that this is a proposal to repeal and replace the current sign standards (with exceptions of billboards and nonconforming sign standards) to update and clarify sign standards, reflect current sign technology and trends, encourage good sign design, and protect Dark Skies and scenic values. And, that the new standards affect the size, height, illumination, location, and other features of the time, location and manner of signs. Inclusion of EMD signs comes under the consideration of new trends in signage.

Staff has received additional stakeholder comments, most recently being from the Sierra Club – in their comment letter dated October 8, 2020, they provided 41 points that they requested be changed from Draft 2. Staff reached out to the Sierra Club on September 21<sup>st</sup> and October 1<sup>st</sup>, 13<sup>th</sup> and 20<sup>th</sup> and offered to meet to discuss their comments, understand the issues of greatest concern, and collaborate to resolve as many as possible in the lead-up to the Planning and Zoning Commission meeting. To date, the Sierra Club has not taken up staff's offer to meet and discuss.

Draft 3, which was released after the Sierra Club comments were received, proposes five changes that were requested by the Sierra Club or are proposed as a compromise to their or other stakeholders' comments. In addition, staff agrees to change twenty-one of the points as requested by the Sierra Club, and proposes a compromise change to an additional ten points requested; there would be no change to six points requested. Staff has provided a point-by-point breakdown of the 41 points raised by the Sierra Club, below, with agreed changes or proposed changes or modifications to the amendment being proposed through this memo to the Commission. Additionally, below is a request by the Billboard Review Committee received in response to Draft 3 and two changes proposed directly by staff. Per this memo, staff requests 28 changes to Draft 3, which are listed in Attachment A.

[paraphrased public comment – black / staff response – red]

Sierra Club October 8, 2020 memo comments #1 – 41 (using their numbering):

- #1 - 3 Prohibit Electronic Message Display signs. Sierra Club had commented on Draft 2; Draft 3 provides further compromise by limiting EMD signs to daylight hours only to reduce light pollution for astronomy and Dark Sky community. No other changes are proposed at this time but staff is motivated to consider astronomers, Dark Sky, business community interests, and others proposals toward an acceptable solution.
- #4 Reinstate maximum 50 square feet (sf) sign area for freestanding signs in commercial and industrial zones & 32 sf for non-residential uses in residential and rural zones. Staff proposes changes to Draft 3 to allow a maximum of 32 sf (sign area) and 6 feet (') (height) for nonresidential uses in the ML, SR, SR-2, SH, CR-1, CR-2, CR-3, CR-4, CR-5, CMH-1, and CMH-2 zones. These changes would align the text amendment with current code restrictions for height and square footage.
- #5 Allow 1 freestanding sign for the first 550 feet of frontage and one additional for each partial or full 250-foot bracket over that amount. Staff propose to limit street frontages of less than 300' to 1 freestanding sign per site.
- #6 Reinstate the minimum side yard setback of ten feet in all zones. Staff propose this same change to Draft 3.

- #7      Revise front setbacks in commercial and industrial zones to 10' for a sign > 8' height or 50 sf area, to 18' for a sign > 64 sf. Staff propose a change of a minimum 10' front setback for any sign greater than 10' in height. Providing clear visibility to cars and pedestrians is critical. Setbacks for signs taller than 10 feet is appropriate.
- #8      Reinstate height limits of 6' in residential & rural zones and 8' in the TR, TH and Resort zones. Draft 3 proposes a non-illuminated 6 sf, 6' limit for residential uses in residential areas and for a home occupation. Per #4 above, staff propose the changes to Draft 3 to allow a maximum 32 sf (sign area) and 6' (height) for nonresidential uses in residential and rural zones.
- #9      Delete the greatly increased allowances for "limited access high volume arterial roadways". Staff propose the change to delete the differentiation for "limited access, high volume arterial roadways" at this time and the associated standards from Draft 3.
- #10     Add language to the section on freeway signs so as to require that the signs faces be perpendicular to or substantially oriented to the through travel lanes of the interstate. Staff propose this same change to Draft 3.
- #11     Delete special allowance for hospital uses; the height allowance is twice as great as for any other use. Staff propose the change to reduce the maximum height to 15' (from 20') in Draft 3, but we believe that given the nature of a hospital and the additional allowances permitted in the current code for the use, additional signage is needed for this critical life safety use.
- #12     Revise Draft 2 drive-through requirements so as to assure that sign faces are only oriented to drive-through lane users (e.g., no second face allowed unless oriented to a second drive-through lane) and are located adjacent to and within a short, specified distance of the edge of the lanes. Staff propose this same change to Draft 3, proposing a minimum distance of 6'.
- #13     Limit the increase in height for drive-through signs to 7 feet (from the existing 6 feet). Staff propose this same change to Draft 3.
- #14     Reinstate the regulation of directory signs (see discussion on concealed signs below and in separate section) with the existing requirements, except to round off the 43-foot setback from street property lines to 50 feet (Note that in Marana this setback is 100 feet). Staff propose this same change to Draft 3 in the form of adding "Building Entryway Sign" with a definition of, "An on-site sign at the entry or access point of a multi-tenant, non-residential building or development" and the associated standards of maximum 40 sf area, 8' height, minimum 40' setback, and not oriented to the street.
- #15     If directional signs are reinstated, re-title to access point signs or similar and otherwise maintain existing requirements (noting that new zero setback requirements in Draft 2, as well as in the full implementation of these comments, would greatly reduce the need for such signs). Staff propose the addition of "Minor signs" which would be small, on-site ground signs but not limited to access points with the standards of a maximum of 6 sf, 4' height and 25' setback.
- #16     Reinstate subdivision entryway signs. Staff propose this same change to Draft 3 in the form of adding "Subdivision Entryway Sign" with a definition of "An on-site sign at the entry or access point of a subdivision" and associated standards of maximum 40 sf

area, 8' height, and 1 per entryway with a maximum of 2 per subdivision.

- #17 Reinstates the wall signage allowances, with scaled additional allowances for non-residential uses in the less intensive non-commercial/industrial zones and for particularly long commercial/industrial building frontage. Staff propose a change of maximum area of 30 sf for a wall sign for nonresidential uses in the ML, SR, SR-2, SH, CR-1, CR-2, CR-3, CR-4, CR-5, CMH-1, and CMH-2 zones.
- #18 Revise as to the number of building frontages for which the full wall sign allotment is allowed. No transfers of allotments from one wall to another are permissible. Draft 3 limits the building frontage to 2 for full sign allotment. For a third building frontage, limited signage is permitted.
- #19 Revise Draft 2 to limit the overall number of wall signs as in the existing code - the number of wall signs > 2 sf area is limited to 5, and for all of the remaining walls the number is limited to 2. Staff propose a change of no more than 5 signs be allowed on any tenant space or building wall.
- #20 Reinstates the existing definition and allowances for awning signs. Draft 3 regulates awning signs as wall signs and these signs if proposed by a building owner will deduct from the maximum allowed by new code. Staff propose no change.
- #21 Reinstates separate definitions for projecting and suspended signs. Staff propose no change. These signs are permitted as part of the wall sign allotment. Staff does not believe that regulating how the building owner allocates signage is required.
- #22 Reinstates permanent window signs in wall sign allotment and the 30% limit for any given window; limit illuminated window signs to one per frontage and two total (as per the existing code for all permanent window signs) and to no more than 15% of window area; and provide limits on the number of non-illuminated permanent signs more in line with the existing code. Window signs have their own allotment outside of wall sign allocation which is the percentage of window. Staff propose changes to permanent window signs of a maximum area of 30% of window area and limit illuminated and non-illuminated window signs to 1 per frontage and 2 total.
- #23 Reinstates an area limit for a changeable copy sign (non-electronic sign copy) of one 40 square foot sign per building frontage and a limit of no more than two such signs per occupancy (whether as a component of a freestanding sign or as a building wall sign). Also. Reinstates a definition for such signs. Subject to further confirmation, staff propose changes to differentiate between "change of sign copy" and "changeable copy sign" in the form of adding a definition of changeable copy sign and that the Draft 3 standards apply to both types. Staff propose no change to sign area.
- #24 Reinstates the definition of and allowances for detached canopy signs (not to be included in any wall sign allotment). Draft 3 separates out canopy signs and proposes unique standards.
- #25 – 28 Delete "Dark Sky Protection Option" and support the work of the Outdoor Lighting Code Committee to revise the Outdoor Lighting Code so as to more effectively control sign illumination. Due to Prop 207 we are limited in our ability to make more restrictive regulations. Incentives are a tool we can use to encourage more efficient illumination. Staff does not know when the Outdoor Lighting Code (OLC) will be revised. Planning staff will be involved in the process of the Outdoor Lighting Code change when the

Building Official initiates this process. This is a way to reduce illumination. If necessary staff could have a 'sunset clause' to see if by a certain date the provision is working as proposed. We completely support the work of the OLC committee but it is their schedule as far as amending the OLC standards.

- #29      Revise the definition of concealed sign to mean signs located within a building, except those that are attached to the inside surface of a window or otherwise placed so as to principally be viewed from outside of a window; and signs within a courtyard or other outdoor area that is surrounded by a building or other permanent opaque structure. Staff propose a change to the definition of concealed sign to read, "A permanent or temporary on-site sign that is within the boundaries of a premises, obscured from and not legible from adjacent public right-of-way." Examples: indoor signs and signs located within an outdoor courtyard. Does not include a billboard.
  
- #30      Delete the master sign program from Draft 2 and only consider it at a future date when a proposed program includes a proper legal procedure with public notice and hearing; clear limitations and guidelines; a provision that overall sign allowances are not to be substantially increased; and an analysis that sets forth the actual public benefit to be derived in terms of community appearance. Draft 3 reflects delineation of request that can be decided by the Planning Official versus those with more impact that can be decided by the Design Review Committee at a public meeting. Small increases and signs in the right-of-way can be approved by the Planning Official. Other requests are approved/denied by the Design Review Committee which is composed of staff and members of the public, such as architects and engineers.
  
- #31      Reinstate the existing prohibition on air-activated signs (as a type of moving sign). Staff propose this same change to Draft 3.
  
- #32      Reduce the area limit for portable signs from 12 square feet to 6 square feet. Staff propose this same change to Draft 3.
  
- #33      Add a height limit for portable signs of 3.5 feet. Staff propose this same change to Draft 3.
  
- #34      Clearly require that portable signs are to be removed during the time between the close of business to the next opening of business. Staff propose this same change to Draft 3.
  
- #35      Specify a minimum 4-foot horizontal clearance on sidewalks for temporary, portable signs and for any other temporary signs where such a clearance may be applicable. Staff propose this same change to Draft 3.
  
- #36      Clarify that portable signs are not to be permitted in parking areas, including islands and spurs, and to provide at least a minimal clearance from the perimeter of parking areas. Staff propose this same change to Draft 3 with a 3-foot minimal clearance.
  
- #37      Only allow banners that are rigidly affixed to building walls at all four corners. Staff propose this same change to Draft 3.
  
- #38      Reduce the maximum area for banners from 60 feet to 40 feet (equivalent to the area allowance for changeable copy signs/panels in the existing code). Staff propose no change.

- #39 Reduce the time period allowed for wall banners from 180 to 90 days per calendar year with the 90 days to be divided into no more than two time periods. **Staff propose this same change to Draft 3.**
  - #40 Revise Draft 2 so that window signs are not permitted on the exterior side of windows. **Staff propose this same change to Draft 3.**
  - #41 Revise Draft 2 to reduce the area of a window within which a temporary window sign may be displayed from 40% to no more than 25%. **Staff propose this same change to Draft 3.**
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From the Billboard Review Committee (BRC) email dated October 20, 2020, there appear to be three issues:

#1 This item relates to a reference to the billboard restrictions in the section regarding obtaining a special use permit from the Board of Supervisors and addresses a sort of scrivener's error in the existing code by requesting to change a minor reference in Draft 3. **Staff in collaboration with the Billboard Review Committee committed to retaining the exact wording for billboards from the existing zoning code – including the error. Staff suggest the BRC present this item to the Commission if they wish.**

#2 This item is the prohibition of inflatable and air activated signs. **Per item #31 of the Sierra Club's list, staff propose to remove these signs as permitted. It is not clear to staff whether the BRC is proposing to retain them as temporary signs which was the only way they were originally intended to be allowed. Staff suggests the BRC present this item to the Commission if they wish.**

#3 This item is the wording of the definition and the prohibition of "moving signs" and the exception for movement with Electronic Message Display signs. **Staff propose the same change to Draft 3 with the exception that the definition of moving sign remain the same as the existing code.**

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Additional staff-proposed changes:

- #1 Staff propose the following change to Draft 3 regarding sign measurement. That the existing code's method of measurement replace the method in Draft 3. Change Draft 3 sign measurement to read as follows:

Measurement and Location Standards:

Sign area measurement:

- a. Background panel: A sign placed on a background panel is measured as the area contained within the outside dimensions of the background panel;
- b. Individual letters or symbols: A sign with individual letters or symbols placed separately on a building wall, awning or other structure without a background panel, is measured as the sum of the smallest rectangular shape needed to enclose each letter or symbol;
- c. Illuminated panel: A sign in an illuminated panel is measured as the entire illuminated surface area;

d. Multiple components: A sign displayed in more than one component, e.g., a service station identification and price sign, is measured as the area enclosed by the smallest rectangle encompassing all the components.

#2 Staff propose the change to Draft 3 to add a definition of canopy sign as follows:

“Canopy Sign: A sign mounted on a canopy which is a permanent fixture, often made of metal or glass, that is attached to a structure.”

The reason for the change in how square footage is calculated is based on informal comments received from stakeholders that this would impact sizes of signs. The change listed above will align how area is calculated to how it is measured in the existing code. Staff believes maintaining how square footage area is calculated will eliminate a potential concern about the impact of such a change.

### **STAFF RECOMMENDATION**

Staff is amending the original staff report recommendation. Most of the changes staff proposes to Draft 3 are based on the additional comments received since the staff report was released. Staff recommends approval of the zoning code text amendment with the inclusion of the changes listed on Attachment A. These additional changes will provide further protections based on comments received from stakeholders.



ATTACHMENT A  
(to the 10/23/20 staff memo to the Commission)

Staff requests the Planning and Zoning Commission make the following modifications to Draft 3:

1. Require for freestanding signs a maximum sign area of 32 square feet and 6 feet in height for nonresidential uses in the ML, SR, SR-2, SH, CR-1, CR-2, CR-3, CR-4, CR-5, CMH-1, CMH-2 zones.

This is a compromise to Sierra Club's items #4 & 8.

2. Require a maximum of one freestanding sign per site for freestanding signs with street frontages of less than 300 feet.

This is a compromise to Sierra Club's item #5.

3. Require a minimum side yard setback of 10 feet for freestanding signs.

This is same as Sierra Club's item #6.

4. Require a minimum 10-foot front setback for freestanding signs greater than 10 feet in height.

This is a compromise to Sierra Club's item #7.

5. Delete the standards for "limited access, high volume arterial roadways".

This is same as Sierra Club's item #9.

6. Require that interstate style freestanding sign faces be perpendicular to or substantially oriented to the through travel lanes of the interstate.

This is same as Sierra Club's item #10.

7. Require a maximum 15-foot height limit for freestanding signs for hospital uses.

This is a compromise to Sierra Club's item #11.

8. Require drive-through lane sign faces be oriented only to the drive-through lanes and located a maximum of 6 feet from the edge of the lanes.

This is same as Sierra Club's item #12.

9. Require a maximum height limit for drive-through lane signs of 7 feet.

This is same as Sierra Club's item #13.

10. Add "Building Entry Sign" with a definition of "An on-site sign at the entry or access point of a multi-tenant, non-residential building or development." and the associated standards of a maximum sign area of 40 square feet, a maximum height of 8 feet, a minimum setback



of 40 feet, and the sign face shall not be oriented to the street.

This is same as Sierra Club's item #14.

11. Add "Minor Sign" with a definition of "Small, on-site and close to the ground." and the associated standards of a maximum sign area of 6 square feet, a maximum height of 4 feet, and a minimum setback of 25 feet.

This is same as Sierra Club's item #15.

12. Add "Subdivision entryway sign" with a maximum area of 40 square feet, maximum height of 8 feet, and limited to 1 per entryway with a maximum of 2 per subdivision.

This is same as Sierra Club's item #16.

13. Require a maximum sign area of 30 square feet for a wall sign for nonresidential uses in the ML, SR, SR-2, SH, CR-1, CR-2, CR-3, CR-4, CR-5, CMH-1, CMH-2 zones.

This is a compromise to Sierra Club's item #17.

14. Require a maximum number of 5 signs on a tenant or building wall.

This is a compromise to Sierra Club's item #19.

15. Require a maximum sign area for a window sign to be 30% of the window area and a maximum number of illuminated window signs of 1 per frontage and 2 total per site.

This is same as Sierra Club's item #22.

16. Revise the definition of "concealed sign" to read "A permanent or temporary on-site sign that is within the boundaries of a premises, obscured from and not legible from adjacent public right-of-way. Examples: indoor signs and signs located within an outdoor courtyard. Does not include a billboard."

This is a compromise to Sierra Club's item #29.

17. Remove inflatable or air-activated signs as a permitted sign type.

This is same as Sierra Club's item #31.

18. Require a maximum sign area of 6 square feet and height of 3.5 feet for portable signs.

This is same as Sierra Club's items #32 & 33.

19. Require portable signs be removed during the time between the close of business to the next opening of business.

This is same as Sierra Club's item #34.

20. Require a minimum 4-foot horizontal clearance on sidewalks for portable signs.

This is same as Sierra Club's item #35.

21. Require "Portable signs are not to be permitted in parking areas, including islands and spurs, and shall have a minimal clearance of 3 feet from the perimeter of parking areas."
- This is same as Sierra Club's item #36.
22. Require "Banners shall be rigidly affixed to building walls at all four corners."
- This is same as Sierra Club's item #37.
23. Require "The maximum cumulative display time for a banner sign is 90 days per calendar year with the 90 days to be divided into no more than two time periods."
- This is same as Sierra Club's item #39.
24. Require "Window signs are not allowed on the exterior side of windows."
- This is same as Sierra Club's item #40.
25. Require a maximum sign area for a temporary window sign to be 25% of the window.
- This is same as Sierra Club's item #41.
26. Require moving signs (under prohibited signs) to state "Moving signs, except on-site electronic message display sign components expressly allowed under Sections 18.79.080(C)(10) and (E)(8))" and define moving sign as "A sign that flashes, blinks or reflects light, changes physical position, or conveys the illusion of movement by mechanical means, illumination, or air movement."
- This is same as Billboard Review Committee's item #3.
27. Require sign area measurement be defined as:
- Sign area measurement:
- a. Background panel: A sign placed on a background panel is measured as the area contained within the outside dimensions of the background panel;
  - b. Individual letters or symbols: A sign with individual letters or symbols placed separately on a building wall, awning or other structure without a background panel, is measured as the sum of the smallest rectangular shape needed to enclose each letter or symbol;
  - c. Illuminated panel: A sign in an illuminated panel is measured as the entire illuminated surface area;
  - d. Multiple components: A sign displayed in more than one component, e.g., a service station identification and price sign, is measured as the area enclosed by the smallest rectangle encompassing all the components.
28. Add this definition of canopy sign "A sign mounted on a canopy which is a permanent fixture, often made of metal or glass, that is attached to a structure."



DATE: October 23, 2020

TO: Chair and Members of the Planning and Zoning Commission

FROM: Tom Drzazgowski, Chief Zoning Inspector; Janet Emel, Senior Planner

SUBJECT: Draft 1 and Draft 2 of the Sign Code Text Amendment with Written Comments from Stakeholders

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Since initiating the comprehensive changes to the Pima County Sign Code in November 2018, staff has worked with stakeholders to provide the opportunities for a broad group of interested parties to participate in crafting the changes to the sign code. Prior to the current release of Draft 3, there were two previous versions released. Draft 1 (released January 28, 2020) and Draft 2 (released August 18, 2020). After each release of the previous drafts there was an opportunity for stakeholders to meet, or provide written comments to staff. Staff compiled the written comments received and how each comment was addressed and is provided in Attachments 3 and 4 of the Commission's packet. These attachments provide a historical record of written public comment over this two-year process. In addition, it ensured that written comments were reviewed by staff and considered for inclusion in each future draft. Lastly, staff is including the list of stakeholders who were provided the initial request to meet with staff prior to any written draft was prepared as well as opportunities to comment on Draft 1 and Draft 2 (this is similar to Attachment 2 of the Commission's packet). Staff is providing these documents to Planning and Zoning Commission to document the history in the lead up to the release of Draft 3 and the work done by staff and stakeholders prior to the item being scheduled for the Commission's public hearing.

Note: This is review Draft 1 to revise Pima County code Ch. 18.79 (Sign Standards). It is intended to replace the existing sign code in its entirety.

## Chapter 18.79 - SIGN STANDARDS

### 18.79.010 – Purpose.

- A. It is the purpose of this chapter to authorize the use of signs that:
1. Provide opportunities for equitable free speech and identification and essential communication, enabling wayfinding, retaining businesses and promoting economic development;
  2. Encourage legibility of sign information along street frontages, reduce visual clutter, and encourage the clearest possible visual perception of existing uses and existing signs;
  3. Promote signs that are appropriate to the type of activity to which they pertain, well-designed, of appropriate scale, and appropriately integrated into the built and natural environment;
  4. Promote traffic and pedestrian safety: minimize risk of personal injury and property damage from unregulated and improper sign placement and construction;
  5. Protect astronomical observation by protecting dark skies and minimize light intrusion onto adjacent property; and,
  6. Encourage an aesthetic appearance compatible with the surrounding human and natural environment along street frontages, improving the quality of the visual appearance of the community, and the clear visibility of the natural environment.
- B. Whenever a conflict arises in the enforcement of this chapter or more than one interpretation is possible, the purpose shall serve as a guideline in reaching a decision.

18.79.020 - General.

- A. A sign shall comply with the Pima County building codes (Title 15).
- B. A permit is required for all signs unless otherwise stated.
- C. No sign shall be installed, placed, or maintained within unincorporated Pima County except in conformance with this chapter or as allowed by a state or federal law preemption of this chapter.
- D. If provisions of this chapter are in conflict with any other provision of the code, the more restrictive requirement shall apply.
- E. No sign shall cause a safety hazard for pedestrians or vehicles.
- F. No content restrictions.
  - 1. Any sign allowed under this chapter may contain, in lieu of any other copy, any otherwise lawful message that complies with applicable dimension, lighting, design, spacing, and approval requirements of this chapter.
  - 2. This chapter is intended to regulate signs in a manner that does not favor commercial speech over non-commercial speech and does not regulate non-commercial speech by message content.
  - 3. Any regulation that distinguishes between on-site and off-site signs applies only to commercial messages, and allows any non-commercial message.

18.79.030 - Definitions and sign types.

- A. Abandoned sign: A sign which advertises, identifies or gives notice of a use which is no longer in operation or an activity which has already occurred. A permanent, on-site sign which applies to a temporarily-suspended use shall not be deemed to be abandoned unless the suspension exceeds one year.
- B. A-frame sign: A portable sign typically constructed of wood or plastic that folds out to form the shape of an "A".

- C. Balloon sign: An airtight bag filled with helium, hot air, or other gas, that is anchored to a building or structure with rope, cable or similar material.
- D. Banner: A temporary sign constructed of a flexible material hung or attached to a building, wall or fence on which copy or graphics may be displayed.
- E. Billboard: An off-site sign displaying advertising sign copy that is pasted, painted or fastened in a manner to permit its periodic replacement and that does not pertain to the sign location.
- F. Building frontage: The measurement between two straight lines projecting from the outermost edges of a building or tenant space wall that are perpendicular to a straight line running along the ground level of the front of the measured wall.
- G. Change of sign copy: A replacement or modification of the message or design of an existing sign face without modifying the size, shape, framework or structure of the sign. It allows the changing of messages by means of non-electronic sign copy.
- H. Concealed sign: A permanent or temporary sign that is within the boundaries of a premises, not legible from adjacent public right-of-way. Examples: indoor sign and a sign located within an outdoor courtyard.
- I. Danger sign: A sign that is necessary to warn of danger.
- J. Development complex: A site, having common vehicular access points, which is subject to the development plan requirements of Development Plan Standards (Chapter 18.71), including waiver.
- K. Drive-through sign: An on-site sign of a drive-through or drive-in use.
- L. Freestanding sign: An on-site sign erected or mounted on a self-supporting, permanent base detached from supporting elements of a building. Does not include a billboard sign.
- M. Freestanding interstate style sign: A sign not supported by another structure and located along an interstate such as I-10 and I-19.

N. Governmental sign: A sign constructed, placed, or maintained by a government agency or a sign that a government agency requires to be constructed, placed, or maintained.

O. Illuminated sign: A sign that uses any artificial light either projecting through its surface or reflecting off its surface.

1. Conventional internally illuminated sign: A sign made visible in darkness by a source of light, concealed or contained within the sign that shines through a translucent surface.

2. Electronic message display sign: A sign with an electronically activated changeable message.

3. Externally illuminated sign: A sign with illumination derived entirely from an external, artificial source.

4. Indirectly illuminated sign: A sign with a light source that is not seen directly.

P. Inflatable or air activated signs: Structures which are inflated or activated by air and used for advertising purposes.

Q. Landscape area: The square footage of a ground cover surrounding a sign creating an aesthetic effect by the use of plant material and inorganic material including but not limited to grass, trees, shrubs, planters, brick, stone, natural forms, water forms, aggregate and other landscape features, but not including the use of concrete, asphalt or outdoor carpeting.

R. Landscaping ratio: The relationship between the landscape area surrounding a sign and the sign area.

S. Legal nonconforming sign: A sign that was legally installed in conformance with all applicable sign regulations and ordinances in effect at the time of its installation, but that does not comply with current regulations.



- T. Neon sign: An electric sign lighted by long luminous gas-discharge tubes that contain rarefied neon or other gases, and that are bent to form letters, shapes, and other sign adornment.
- U. Non-residential area: Areas with business and industrial zoning, and areas with residential or rural zoning with an approved development plan or conditional use permit. An approved subdivision plat in its entirety as a site, not as individual lots, may be considered non-residential.
- V. Off-site sign: A sign that is not on the site of the subject use.
- W. On-site sign: A sign directing attention to a use, activity, facility, product or service existing at the property on which the sign is placed.
- X. Political sign: A temporary sign relating to a political candidate, political party or issue in a public election, as allowed by Arizona Revised Statutes.
- Y. Portable sign: A freestanding, moveable sign not permanently affixed to any building, structure, or embedded into ground. Examples include A-frame signs and T-frame signs.
- Z. Residential area: Areas with residential or rural zoning with no approved development plan or conditional use permit.
- AA. Roofline: The top edge of the roof or the top of the parapet, whichever forms the top line of the building silhouette.
- BB. Roof sign: A sign that projects above the roofline of a building to which it is attached.
- CC. Sign: A name, identification, description, display or illustration affixed to or painted or represented directly or indirectly on a building or other outdoor surface that directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization, or use.
- DD. Sign area allotment: The allowed amount of identification sign area.

EE. Sign copy: Any word, letter, logo, number, design, figure or other symbolic representation incorporated into a sign.

FF. Street frontage: Measured as the length of a lot or development fronting on a public or private street.

GG. Suspended sign: Signs hanging from an awning, from a canopy, a covered walkway, porch, roof overhang, or a sign projecting from a building.

HH. Temporary sign: A portable sign, a sign not permanently embedded in the ground, or a sign not permanently affixed to a building or permanent sign structure.

II. Tenant space: The area or portion of a building leased by an individual or entity; may include the property owner.

JJ. T-frame sign: A portable sign that stands creating the shape of two, joined "T"s.

KK. Wall sign: A permanent sign fastened, attached, or connected to, or supported in whole or in part by, a building or structure.

LL. Window sign: A sign affixed to the interior or exterior of a window, or placed immediately behind a window, and visible from outside of the building.

18.79.040 - Prohibited signs. No person shall erect, alter, or relocate any sign specified in this section, unless regulated elsewhere:

A. Sign types.

1. Abandoned sign.

2. Balloon sign.

3. Cloth or paper sign attached to the exterior surface of a window or a building except a private, temporary sign in a residential area or as allowed as a banner.

4. Flashing, blinking, reflective, inflatable or animated signs, including signs with an intermittent or varying color or intensity of artificial illumination, whether deliberate or as a consequence of a defect in the sign or illumination source, except

as expressly allowed by the provisions of signs with electronic message display components (Sections 18.79.080(B)(10), (D)(8)) or inflatable or air activated signs (Section 18.79.090(D)).

5. Off-site sign, except those specifically allowed.

6. Ribbons, streamers, balloons, or pin flags, except as expressly allowed by the provisions of inflatable or air activated signs (Section 18.79.090(D)).

7. Roof sign or signs projecting above the top of the wall parapet, or roofline, or mounted on a roof.

8. Searchlight.

9. Sound: A sign emitting sound (except a drive-through sign).

10. Statue used for advertising.

B. Signs that obstruct the free and clear vision of motor vehicle operators or signs placed in any location where by reason of position, shape, or color may interfere with, or be confused with, any authorized traffic sign, signal, or device. A sign that because of its intensity of light constitutes a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties.

18.79.050 – Exempt signs. The following signs are exempt from the application, permit and fee regulations of this chapter, although the applicable development standards apply and an electrical or building permit may be required:

A. Concealed sign.

B. Danger sign: No greater height or size than is required to give the public adequate warning.

C. Flags: Six or fewer flags with poles no greater than twenty feet in height.

D. Governmental sign.

E. House numbers, nameplates and addresses as required by Address Standards (Chapter 18.83).

- F. Memorial signs, tablets or cornerstones, grave markers, headstones, statues, and historical markers or cornerstones, not exceeding eight square feet in area.
- G. Political sign as allowed by Arizona Revised Statutes.
- H. Portable “A” and “T”- frame signs.
- I. Signs on a single-family, residential property of a cumulative sign area of six square feet, not exceeding six feet in height unless attached to a wall or structure, and not illuminated.
- J. Signs attached to a service station pump or signs integrated into the design of an automated bank teller machine.
- K. Vehicle signs that are incidental to vehicle use. Exception: A vehicle that is regularly located for the primary purpose of displaying the sign.
- L. Window signs that comply with the requirements of Sections 18.79.080(E) or 18.79.090(G).

DRAFT 1

18.79.060 – Legal nonconforming signs.

- A. Legal, nonconforming signs are allowed, subject to the requirements of this section.
- B. Any legal, nonconforming sign shall be permitted to remain, so long as it:
  - 1. Is not increased in area or height and remains structurally unchanged, except for reasonable repairs or alterations; or
  - 2. Is not relocated, unless at the request or requirement of Pima County so as to comply with applicable safety requirements.
- C. A legal, nonconforming sign shall be rebuilt, repaired, or replaced only in conformance with the provisions of this chapter if it is:
  - 1. Structurally changed, except for reasonable repairs or alterations;
  - 2. Damaged by half or more of the cost to replace the sign as a result of fire, lack of maintenance, or other causes; or

3. Temporarily or permanently moved or removed by any means including an act of God, except as provided in subparagraphs 18.79.060(B)(2) above and 18.79.060(D) below.

D. Exception: A freestanding identification sign remaining in the same location may be altered, subject to the following conditions:

1. Maximum sign area may be the greatest of:
  - a. That allowed in the residential or non-residential area;
  - b. Fifty percent of the area of the nonconforming sign.
2. Maximum sign height may be the greatest of:
  - a. That allowed in the residential or non-residential area; or
  - b. Seventy-five percent of the height of the existing sign.
3. All structural components and braces (such as pipes, angle iron, cables, internal or back framing) are concealed with a pole cover or architectural embellishment.

#### 18.79.070 – General regulations.

A. Each single-family, residential property is allowed an on-site, cumulative sign area of six square feet, not exceeding six feet in height unless attached to a wall or structure, with no limit on the number of signs. Illumination of signage is prohibited.

B. Measurement:

1. Sign area allotment is measured as the total area covered by the sign copy including a letter, logo, number, design, figure or other symbolic representation incorporated into a sign.
2. Sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost feature 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 crown of the road nearest the property if no curb exists) to the topmost feature of the sign.

C. Multiple components: A sign which is subject to more than one classification shall meet the requirements for the classification to which each portion is subject.

D. Illumination.

1. Signs may be illuminated, except where expressly prohibited in this chapter.

2. A sign shall comply with the standards of the Outdoor Lighting Code (Chapter 15.12).

3. Sign illumination shall be turned off at close of the use associated with the sign until at least sunrise.

4. A light source of a sign shall not be visible from:

a. Above except as allowed in the Outdoor Lighting Code (Chapter 15.12), and,

b. An adjacent property or street.

E. Permitting.

1. The sign-property owner or the sign-property owner's representative may apply for a sign permit. A sign-property owner's representative shall provide an authorization letter from the owner of the property on which the sign is to be installed.

2. Except as provided in subparagraph 3 below, a sign permit is required prior to constructing, installing, placing, altering, or relocating any sign.

3. A sign permit is not required for any of the following:

a. Change of sign copy;

b. An exempt sign as defined in this chapter;

- c. A sign allowed by a state or federal law preemption of this chapter;  
or,
  - d. Sign maintenance that does not change the design of the sign.
- 4. Permit fees. In accordance with the fee schedule adopted by the Board of Supervisors.
- 5. Application.
  - a. A sign permit application shall be submitted for all signs requiring a permit.
  - b. A sign permit application must be accompanied by all items required by the sign permit application checklist.
- 6. Permit suspension or revocation. In addition to enforcement pursuant to Chapter 18.95 (COMPLIANCE AND ENFORCEMENT), the zoning inspector may suspend or revoke a sign permit issued as a result of the applicant's material omission or misstatement of fact. The planning official shall give notice of any suspension or revocation to the applicant and to the sign-property owner.
- F. Address identification. A sign shall conform to the requirements of Chapter 18.83 (ADDRESSING STANDARDS) and the Official Address Guide for Pima County, Arizona.

18.79.080 – Regulations by permanent sign type.

- A. Billboard. A billboard is allowed in the CB-2, CI-1, CI-2, and CI-3 zones subject to:
  - 1. General:
    - a. Minimum clearance: Ten feet.
    - b. Maximum faces per sign: Two.
    - c. No illumination.
    - d. Maximum number of signs per site: None.
    - e. Landscaping ratio: None.
    - f. No on-site use sign shall be a part of or attached to a billboard.



g. No sign face area or object shall extend beyond the surface or rectangular perimeter of the billboard face.

h. All visible portions of the supporting structure shall be an earthtone shade of brown or green.

i. A billboard within 300 feet of a county road constructed after January 1, 1984, or within a CB-2 zone shall require a sign use permit issued by the board of supervisors. The permit shall be: issued after a public hearing for which all owners of property within 600 feet of the proposed billboard have been notified by mail and subject to the requirements of 18.79.080(A)(1)(f) through (A)(1)(j), (A)(2), (A)(3); and, in conformance with the following purpose statement which shall serve as a guideline in reaching a decision:

i. It is the purpose of this subsection to establish a framework of comprehensive sign standards for Pima County that reflect the community decision to preserve and enhance the natural, scenic desert environment of Pima County and to promote the health, safety and welfare of the community. It is the intent of this subsection to authorize the use of signs that:

a) Encourage an aesthetic appearance compatible with the surrounding human and natural environment along street frontages;

b) Encourage the clear visibility of the mountain and desert environment and improve the quality of the visual appearance of the community;

c) Promote signs that are appropriate to the type of activity to which they pertain;

- d) Encourage legibility of sign information along street frontages;
- e) Protect astronomical observation and minimize light intrusion onto adjacent property; and
- f) Reduce visual clutter and glare in order to promote traffic and pedestrian safety and encourage the clearest possible visual perception of existing adjacent businesses and existing signs.

The application fee for a public hearing before the board of supervisors concerning a CB-2 zone billboard sign use permit shall be in accordance with the development services fee schedule.

- j. A billboard shall not be located:
  - i. Within 200 feet of a residential zone or 100 feet of a building erected prior to the issuance of the billboard permit.
  - ii. On a designated scenic route, excepting:
    - a) Interstate 10.
    - b) Interstate 19.
    - c) Those portions of State Highway 85 and 86 between the Tohono O'dham Reservation, the Pinal County line and the boundary of the Organ Pipe National Monument.
  - iii. On a lot or parcel with a building or structure. A billboard constructed after November 19, 1985, shall be removed prior to the issuance of a certificate of occupancy for a building on the same lot or parcel, subject to the requirements of ARS §11-812.
- k. Two-for-one (2 for 1) Replacement of Billboard Support Structure.  
A billboard with a wooden support structure may be replaced with a metal

support structure for a billboard of the same sign area provided it meets the following requirements:

- i. Illumination: None;
- ii. Maximum height: 24 feet;
- iii. A second existing billboard with a wooden support structure is removed within 30 days of the issuance of a permit for the replacement support structure.

2. CB-2 and CI-1:

- a. Maximum area per sign: 75 square feet;
- b. Maximum height: 16 feet;
- c. Minimum setback: 20 feet from any property line.
- d. Not located within 660 feet of another billboard.

3. CI-2 and CI-3:

- a. Maximum area per sign: 300 square feet;
- b. Maximum height: 24 feet;
- c. Minimum setbacks:
  - i. Billboard with an area of 75 square feet or less: 20 feet from any property line and shall not be within 660 feet of another billboard.
  - ii. Billboard with an area of more than 75 square feet: 30-foot front setback and shall not be within 1,320 feet of another billboard.

B. Freestanding. A freestanding sign is allowed subject to:

- 1. Location: On-site; non-residential areas only. Interstate style: a. Within 250 feet from the edge of the interstate right-of-way and within 1,000 feet parallel to the interstate (this area is measured toward the exit or entrance ramp from a point where the centerline of a ramp meets with the edge of the right-of-way of a

contiguous road which is part of the interstate interchange); b. Not within 300 feet of another freestanding sign.

2. Maximum number of signs per site: One sign per approved access point. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: Up to two of the signs may be located on another frontage within the same site. Interstate style: One per site including any style of freestanding sign.

3. Maximum area per sign:

a. One sign: 81 square feet; or

b. Two or more signs: 64 square feet each;

c. Hospital: 100 square feet each.

d. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: 100 square feet each per access point.

e. Interstate style: 150 square feet.

4. Maximum height per sign:

a. 10 feet;

b. Hospital: 20 feet.

c. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: 15 feet.

d. Interstate style: 25 feet above the interstate grade.

5. A 25 percent increase in the area and height of a sign is allowed, except a sign with an electronic message display component, if the illumination measures of the Dark Sky Protection Option in Section 18.79.100(A)(4) are met.

6. Landscaping ratio per sign: 4:1.

7. Minimum setback: Zero feet.

8. May include a changeable copy component.
  9. May include additional drive-through signs subject to:
    - a. Maximum number of signs: Two; one additional for more than one drive-through lane;
    - b. Maximum area per sign: 36 square feet;
    - c. Sound emitted shall not be audible from any nearby residential property.
  10. May include an electronic message display component subject to:
    - a. Limited to 50 percent of the allowable area of a sign face;
    - b. Full color is allowed and shall consist only of static or slow fade messages that change not more frequently than once every 7.5 seconds. Scrolling, travelling, flashing, full-motion video, use of sound, and similar operational effects are prohibited;
    - c. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;
    - d. A maximum luminance intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12);
    - e. If the sign is visible from an existing residential use and not separated by a street or alley, the sign is installed a minimum of 100 feet from the property line of the residential use.
  11. Freestanding signs located along scenic routes shall be monument style as defined in Section 18.77.040(B)(2).
- C. Suspended. A suspended sign is allowed subject to:
1. Location: On-site; non-residential areas only; near the tenant space.
  2. Maximum number of signs: One per tenant space.

3. Maximum area: Calculated as part of the wall sign area allotment (reference 18.79.080(D)).
4. Maximum height: Building height.
5. Minimum clearance: Eight feet.
6. If a projection sign, maximum projection allowed: Five feet.

D. Wall. A wall sign is allowed subject to:

1. Location: On-site; non-residential areas only, with the exception of Section 18.79.070(A); located on tenant space with the multi-tenant building maximum sign area exception of Section 18.79.080(D)(3)(b).
2. Maximum number of signs per site: None.
3. Maximum sign area per building:
  - a. Single tenant building:
    - i. 200 square feet per elevation for building frontages less than or equal to 500 feet;
    - ii. 300 square feet per elevation for building frontages greater than 500 feet.
  - b. Multi-tenant building: Thirty square feet plus 1.5 square feet for each linear foot of building frontage up to 200 square feet per tenant. Exception: If sign is not located on tenant space, maximum sign area is 30 square feet each.
4. Maximum height: First and top stories of a multi-story building; no projection above the roofline. Allowed on parapet walls that are structurally integrated into the original building design; not extensions added to an existing building.

5. A 25 percent increase in the area and height of a sign is allowed, except with an electronic message display component, if the illumination measures of the Dark Sky Protection Option in Section 18.79.100(A) are met.
  6. May include a change of sign copy component.
  7. May include a drive-through component subject to:
    - a. Maximum area: 36 square feet;
    - b. Sound emitted must not be audible from any residential property.
  8. May include an electronic message display component subject to:
    - a. Limited to 50 percent of the allowable area of a sign face;
    - b. Full color is allowed and shall consist only of static or slow fade messages that change not more frequently than once every 7.5 seconds. Scrolling, travelling, flashing, full-motion video, use of sound, and similar operational effects are prohibited;
    - c. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;
    - d. A maximum luminance intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12);
    - e. If the sign is visible from an existing residential use and not separated by a street or alley, the sign is installed a minimum of 100 feet from the property line of the residential use.
- E. Window. A window sign is allowed subject to:
1. Location: On-site; non-residential areas only;
  2. Maximum area per sign: No more than forty percent (40%) of the window on which the sign is displayed; calculated as part of the wall sign allotment. Sign copy on a permanent window sign with letters or symbols no more than three inches high shall not be counted as part of the sign area allotment;



3. Maximum height: First and second floor building windows only;
4. If illuminated, window signs shall only be internally illuminated.

18.79.090 – Regulations by temporary sign type.

A. General requirements. Temporary sign types shall not:

1. Interfere with the free movement of pedestrians and vehicles.
2. Be placed upon any other sign assembly, utility pole, authorized traffic control device, utility box, boulder, tree, planter, or similar structure.
3. Be placed in a manner that allows displacement during adverse weather conditions and results in a safety hazard to the public.
4. Include amplified sound, animation, motion or attachments such as balloons, flags, streamers, pinwheels, or ribbons, except as authorized by inflatable or air activated signs (Section 18.79.090(D)).
5. Be illuminated other than by ambient light present on the property or by existing illumination intended for other uses.
6. Be off-site, except as expressly allowed by this chapter.
7. Advertise off-site commercial activities, except as expressly allowed by this chapter.

B. Temporary signs must be clearly labeled with the name and telephone number of the sign owner.

C. Banner sign. A temporary banner sign is allowed subject to:

1. Location: On-site;
2. Maximum number per site: One per street frontage within site;
3. Maximum area: 60 square feet;
4. Maximum height: Below the roofline for building-mounted banners;
5. The maximum, cumulative display time is 120 days per year.

D. Inflatable or air activated signs. A temporary inflatable or air activated sign is allowed in conjunction with a special event or activity subject to:

1. Location: On-site; non-residential areas only;
2. Maximum number per site: No more than two inflatable or air activated signs may be displayed concurrently;
3. Maximum area: None;
4. Maximum height: 24 feet. Shall not be placed on the roof of any building or structure. Maintain 18 feet of clearance from overhead utility lines;
5. Minimum setback: A distance equal to or greater than the height of the sign from all property lines;
6. Placed and operated in accordance with applicable building and fire codes including proper anchoring to the ground;
7. May be displayed for a period of up to three consecutive days and no more than two display periods per calendar year.

E. Political signs: Reference Arizona Revised Statutes.

F. Portable “A” and “T” – frame signs:

1. Location: On-site; non-residential areas only; within 30 feet of the building entrance;
2. Maximum number per site: One sign per tenant;
3. Maximum area: 12 square feet;
4. Displayed typically on a daily basis but may not exceed 72 hours.

G. Window sign. A temporary window sign is allowed subject to:

1. Location: On-site; first and second floor windows;
2. Maximum area: 40 percent of window.

18.79.100 – Flexible option and master program.

A. Dark sky protection option.

1. Purpose: To allow increased sign area and height and promote the use of illumination measures to protect dark skies.
2. Application: Applies to illuminated signs with the exception of electronic message display signs. Does not include billboard signs.
3. Incentives: A 25 percent increase in the area and height of a sign is allowed subject to meeting the requirements of this section. Submittals are reviewed by and subject to approval, approval with conditions, or denial by the planning official.
4. Illumination measures. If sign is allowed to be illuminated, in addition to meeting the Outdoor Lighting Code, the sign shall meet the following:
  - a. An illuminated sign shall be turned off by 9 PM;
  - b. Only the sign copy letters shall be illuminated;
  - c. Externally illuminated signs:
    - i. Full shielding of luminaires;
    - ii. Top-down illumination only;
    - iii. A maximum correlated color temperature (CCT) of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12) for the illumination source;
    - iv. Sign surface contains all of the light;
    - v. Light trespass onto any other property prohibited;
    - vi. A maximum luminance intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12).
  - d. Conventional internally illuminated signs:
    - i. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;

- ii. A maximum correlated color temperature (CCT) of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12) for the illumination source.

B. Master sign program.

1. Purpose:

- a. To allow flexibility in the standard provisions of this chapter to respond to a special need, event, or activity in exchange for better design while still meeting the general intent of the chapter;
- b. To promote:
  - i. A unifying, consistent and aesthetic design theme in the form of architectural style, shapes, textures, colors and materials used on a scale from an individual lot to a development complex;
  - ii. A well-organized visual environment with signs located and spaced or grouped together to reduce a disorganized appearance and improve the appearance of affected street frontage;
  - iii. Proportionality in sign area and height to integrate with the buildings, architecture, and landscape of the site;
  - iv. The use of high quality materials.
- c. To protect Dark Skies through the use of illumination measures (Section 18.79.100(A)(4));
- d. To maintain sign legibility and promote traffic and pedestrian safety;
- e. To avoid obstructing significant scenic views from the right-of-way.

2. Application: May apply to on-site and off-site signs, and all signs in the right-of-way. The request may include the number of signs, the location of signs, the time period of the signs, the maximum height, and the maximum sign area.

Does not include billboard signs. Does not allow sign types not otherwise allowed by the chapter.

3. The planning official shall review the submittal and may approve, approve with conditions, or deny the request based on this section. The applicant may appeal the planning official's decision to the applicable board of adjustment.

4. The applicant shall submit a complete master sign program request according to departmental requirements and fees.

5. If a sign is proposed for location within the right-of-way, review and approval by the Department of Transportation shall be required.

6. Written permission by the property owner for any sign on private property shall be required.

7. Each sign must be clearly labeled with the permit number and the name and contact information of the sign permit applicant.

DRAFT 1

### ATTACHMENT 3

#### SIGN CODE UPDATE STAKEHOLDER PARAPHRASED COMMENTS on Draft 1 and how they are reflected in Draft 2

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
SAHBA	9	18.79.030(N)(3)	Interesting that approved subdivision plat in its entirety as a site may be considered non-residential. <b>An entire subdivision plat is differentiated from individual residential lots to allow what used to be called a subdivision directory sign.</b>	-
"	9	18.79.050(H)	"A" & "T" frame signs exempt? Signs on residential property w/ cumulative area of less than 6', less than 6' high and non-illuminated exempt? <b>Signs listed in 18.79.050 are exempt from having to submit application, get permits, and fees but still subject to development standards if applicable and an electrical or building permit may be required.</b>	-
"	14, 15	18.79.060	Legal non-conforming signs. Grandfathering of existing signage unless deemed safety hazard good. <b>Comment noted. This section underwent some revisions due to received comments; it is the same as Town of Marana's text.</b>	Text has reverted back to existing sign code wording.
"	15, 17	18.79.070, 080	General Regulations. Code is specific to single residential lot but silent on subdivision cumulative sign area? <b>See freestanding and wall signage allowed. Could also be addressed through the Master Sign Program and if internal to the subdivision, reference the definition of "concealed" signs and Section 18.79.030.</b>	-
"	17	18.79.080(A)(1)(a)	Regulations by permanent sign type. A1 – Clarify "Minimum clearance 10 feet". <b>This is an existing billboard regulation. *Billboard regulations are not being changed at this time due to court settlement with the exceptions of formatting change and two clarifications. Clearance is the distance from the ground to the bottom of the sign; presumably to minimize bulk of the sign.</b>	"Two clarifications" are not being changed either. Same wording as existing.
"	18	18.79.080(A)(1)(d)	Regulations by permanent sign type. D – Why is max. number of signs "none"? Does this means there is no maximum allowable number of signs? <b>Yes, no maximum. *No changes to billboard regulations with this text amendment with the exceptions of formatting change and two clarifications.</b>	See above.
"	13	18.79.080(A)(1)(h)	Regulations by permanent sign type. H – Why is this a requirement? <b>Presumably to reduce the negative effects of billboards by disallowing, for example, neon orange supporting structures. *No changes to billboard regulations with this text amendment with the exceptions of formatting change and two clarifications.</b>	See above.
"	19	18.79.080(A)(4)(d)	Regulations by permanent sign type. I – Not acceptable. Eliminate public hearing requirement. <b>*No changes to billboard regulations for this text amendment with the exceptions of formatting change and two clarifications. Surrounding property owners should have the right to comment on new billboard signs.</b>	See above regarding two clarifications. Otherwise no change.

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
"	18	18.79.080	Regulations by permanent sign type. Billboard sizes/allowances for CR1-CR5 zoning? Per current regulations *which are not proposed to be changed with this text amendment, billboards are not allowed in the zones not specified.	-
"	13, 16	18.79.050, 070(E)	Clarification on when permits are required? Says "all signs" unless otherwise stated. Permits are not required for "exempt" signs. Section 18.79.050 states "Exempt signs. The following signs are exempt from the application, permit and fee regulations of this chapter, although the applicable development standards apply and an electrical or building permit may be required".	-
"	26	18.79.090(C)	Banner signage – does this include trap fences on developer property? Yes.	-
"	9	18.79.030(N) (3)	Why consider approved subdivision plat as non-residential? This is where we typically place our signage. It differentiates the entire plat vs the individual residential lots to allow what used to be called a subdivision directory sign. By making it non-residential, can avail standards for freestanding and wall signs. These signs could also be addressed through the Master Sign Program. Also if internal to the subdivision, reference definition of "concealed" signs and Section 18.79.030.	-
"	26	18.79.090(D)	Balloon signage used for location purposes. If not allowed decreases ability of customers to find sales office. Draft 2 revised to allow balloon signs under "inflatable and air activated signs".	-
"	28	18.79.100(B)	Offsite signage. How will weekend directional signage be addressed? These signs are placed late Friday/early Saturday and removed Sunday evening. Through the Master Sign Program – can use a template, similar to COT's process.	Master Sign Program more refined.
"	20	18.79.080	We use Burma shave signs for marketing path to sales office/model on our property. How will this be affected? They'll need to comply with the freestanding or wall sign requirements depending on how they are attached.	-
"	15, 28	18.79.070(A), 100 (B)	Cumulative sign area of 6 sq ft per each residential property is insufficient for sales office. Prevents communication of high level benefits with key marketing messages and also directional signage. Still not enough in addition to freestanding and wall sign allotments? Please provide an example of set up. Could also be addressed through the Master Sign Program.	-
"			Estimated processing time for permits? Fees? Copy of application and checklist? Fees will be based on the fee schedule, application and checklist are not proposed for the code but are administrative documents subject to occasional revisions. Estimated processing time for permits not proposed to change. No changes to sign fees with this text amendment.	-
"	18	18.79.080(A) (1)(h)	Are there color guidelines for the earthtone shade of brown or green? Comparable to HDZ review and requirements for "earthtone".	-



### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
"			Water Tanks? 6 sq ft limit prevents from using tanks as signage? <b>Yes, but there would be other means to allow.</b>	-
"	27	18.79.090	A-frame signs displayed daily but not exceed 72 hrs? How is this monitored? If signs collected each night does this reset 72 hr clock? <b>72 hours is to provide flexibility if such signs are accidentally left out. The signs are intended to be put out daily. Yes, it would reset the clock.</b>	-
"	28	18.79.100(B)	Need more details on Master Sign Program. <b>Trying to keep it broad and flexible. We have enclosed draft documents with this draft.</b>	<b>Application forms to be changed because program more refined.</b>
"	13	18.79.050(C)	Exempt Signs. Typically have up to 12 attention flags and one US Flag at our communities <b>Would you please email us some photos of the type(s) of flags you mean? We need a better idea of the type of flags at issue. Received photos. Increased from 6 to 10.</b>	-
"	26	18.79.090(B)	B. Clarify size of name/number requirement? <b>One legible label per sign.</b>	-
"	27	18.79.090(F)	F. 1 sign insufficient. 30 ft limitation; sometimes sales office is more than 30' distant from main road. <b>Then you'd have to apply for the Master Sign Program.</b>	-
"	20, 28		Will there be an expanded kiosk program? <b>Would you please further explain this question?</b>	<b>Considered freestanding or part of Master Sign Program</b>
"	21	18.79.080(C)	Use 3 tier system, of roads for signage, not 2. <b>Comment noted.</b>	-
"	4	18.79.010(A)	Eliminate use of pejorative language that is inherently negative such as "reduce visual clutter". <b>Comment noted, however, sign clutter is a definite problem. Sometimes the most effective word is best. We balance it with the benefits of signage.</b>	-
"	20	18.79.080(C)	Should amount of linear street frontage be a factor? <b>Comment noted. Building frontage is for wall signs. Number of signs is related to approved access points.</b>	-
"			Consideration of directional signage distances when separated by state land? <b>Would you please further explain this question?</b>	<b>No response provided</b>
"			Consider incentives for increased sign allowance when adding public art. <b>Comment noted but do not want to confuse art with signage. May be an option exercised through the Master Sign Program.</b>	-

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
"	4	18.79.010(A)	2. Replace "reduce visual clutter" with "efficient sign placement" The word 'clutter' is appropriate here.	-
"	4	18.79.010	4. Not all unregulated signs pose a public safety risk. Comment noted.	-
"	4	18.79.010(A)(6)	6. Delete word "clear" Agree (it's repetitive) – deleted.	-
"	7	18.79.030(F)	Insert Flag language. Can add definition. Please see previous comment about emailing us photos of flags.	Allowed number of flags increased
"	13	18.79.050	Exempt Signs. What about alteration of iconic signs that keep the same "vibe"? Would you please further explain this question?	No response provided
"	17	18.79.080(A)	Billboards. Allowable in CB-1, TR, CPI, MU, MR, RVC – other categories? *Not proposing changes to billboard standards with this text amendment (with a few non-substantive exceptions). See previous comments.	No change to text; no exceptions
"	17	18.79.080(A)	Billboards. J. Add or allow consideration for some sections of regional roadways such as Old Nogales Hwy, Wilmot, Hughes Access, Sonoran Aerospace Corridor, Houghton Rd. *Not proposing changes to billboard standards with this text amendment (with a few non-substantive exceptions). See previous comments.	Same as above
"	21	18.79.080(C)(3)(c)	Use of Hospital reference does not meet content neutral test. We don't believe it's a 'content' issue.	-
"	4	18.79.010	Mention economy in purpose language See 18.79.010(A)(1) It is in the general purpose statement.	-
"	28	18.79.100(A)(4)(c)	C-iii & vi. Are these current standards. Have they changed and if so, what are ramifications? The requirements are 30% less than current lighting code specifies. This is a discretionary option to gain larger sign area and height. Standards were requested by astronomy and dark skies community. The requirement is tied to the Outdoor Lighting Code & the OLC committee leads.	-
"			Fee schedule No changes to fees proposed with this text amendment.	-
"	18	18.79.080(A)(4)	Billboards. I – clarification; road constructed after 1984 or billboard constructed after 1984? The billboard. Added "a billboard" for clarification.	Billboard text reverted to existing wording
"	19	18.79.080(A)(4)(d)	Language beginning with "It is the purpose of this subsection.." should be moved to beginning of section? This subsection was reformatted for Draft 2. It only applies to subsection A2 and relates to no substantive changes to billboard text so carrying forward existing purpose statement.	-
"	26	18.79.090(C)(2)	Temporary Signs. One within site per street frontage or one per street frontage within site? Please provide example illustrating difference.	No response provided

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
“	26	18.79.090(B)	Banner Sign – Rationale for limiting to 120 days per year? Better as long as sales office still open? <b>An allowance of 6 months if the banner is attached to an existing building was added. Otherwise may need to be addressed through Master Sign Program. (It is supposed to be a temporary sign for special event.)</b>	-
“	27	18.79.090(F)	F – “A” & “T” -frame signs listed on Page 8 as exempt sign. <b>It's exempt from permits but it is allowed (difference between prohibited vs exempt).</b>	-
“	28	18.79.100(B)	Master Sign program; wide open as far as sizes, placement, materials, etc? Would some basic sizes/rules help avoid developer going back for multiple appeals? Right-of-way application form? <b>Comment noted – we will look at more closely however we are trying to keep option simple and flexible. If a sign is proposed for the right-of-way, applicant will have to go through PC-DOT in a separate process. Administrative details of Master Sign Program such as the application form, what is required for submittal, etc. are not intended to be in the code, but separate policy documents. See attached draft documents.</b>	Program has been refined
Jim Battaglia (2/18/20 phone call)	21	18.79.080(C) (4)	#1 - EMC or static signs: there's a problem with max. 10' heights like COT has – at least with min. of 15' leaves 5' of ground clearance out of 10'. <b>Comment noted, however, current draft (Draft 2) proposes 10' as standard maximum height for freestanding signs.</b>	-
”	21	18.79.080(C) (4)	3' X 8' EMC with 6 – 9' ground clearance / sign not high enough car blocks msg center, needs to have 8' clearance // at least 6' <b>Comment noted, however, current draft (Draft 2) proposes 10' as standard maximum height for freestanding signs.</b>	-
”	22	18.79.080(C) (10)(c)	#2 - Hold time: electronic bill – 8 sec nationwide, reduce to 3X6' = 60 sec too long – needs to transition 8 sec – digital billboards For small signs consider 3 seconds <b>Draft 2 proposes 7.5 seconds – same as Town of Marana's sign code.</b>	-
”			#3 - Pole cover – 5' tall 10' wide / entire construction – ground clearance / pole cover 30" wide preferred wind load – not so large of a pole cover. Visibility is blocked – skinny it up. <b>Please further explain this comment.</b>	No response provided
Jude Cook Cook & Co.	24	18.79.080(E) (4)	I'm not clear on what it is describing "Not extensions added to a building." <b>It means where the sign attaches, it has to be actually part of the building, not an addition to the roof basically intended to attach a sign higher on the building.</b>	-
“	22	18.79.080(C) (10)(b)	I generally find that when incorporating a letter board the ratio is about 75% of the sign; 50% will make for an awkward design. <b>I want to make sure I am clear on this comment – you are saying that limiting the electronic message center portion of the sign to 50% of the allowable sign area is too restrictive?</b> Response: It makes for a very poor layout proportions - up to 75-80% for the EMC is better. <b>Draft 2 proposes 50% which is the same as the Town of Marana's sign code.</b>	-

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
"	26	18.79.090(C)(3)	60 sq ft is too small and hard to enforce anyway. This is the amount that the current sign code allows. Are you are saying that 60 sf is too restrictive for a temporary banner sign? What do you propose? Response: I would allow at least 100 sq ft. The existing code allows a maximum of 60 sq ft which we are not aware has been problematic. Draft 2 proposes 60 sq ft.; Town of Marana sign code allows a maximum of 40 sq ft.	-
"	28	18.79.100(A)(4)(a)	The 9 pm curfew is too early. (I understand that this is part of a master program and more restrictions are involved.) Comment noted. Response: 9 pm is still too early for most businesses. The 25% option is incentive based specifically to protect dark skies.	-
"	28	18.79.100(A)(4)	I need an explanation of what these two restrictions mean. "A maximum correlated color temperature (CCT) of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12) for the illumination source". One definition is: A measure in degrees Kelvin (°K) of light's warmth or coolness. Lamps with a CCT of less than 3,200 °K are pinkish and considered warm. Lamps with a CCT greater than 4,000 °K are bluish-white and considered cool. Response: 4400 K is warm enough, some colors when lighted this warm or more look wrong. A definition of correlated color temperature was added to the definitions section of Draft 2 to help clarify. The 25% option is incentive based specifically to protect dark skies. Generally it's a measure of the whiteness of a light which at high amounts is detrimental to maintaining Dark Skies. Currently the Pima County/COT Outdoor Lighting Code allows 4400K. Astronomers and other dark sky are asking for a reduction which we would be applying only to the newly allowed EMC signs and to the 25% incentive dark skies option. For example, 30% less than 4400K would be approx. 3000K. Response: The outdoor lighting code already limits EMCs to 200 Nits. The problem I see here is that the code is not enforced as it is and adding more restrictions without truly enforcing the current code is the wrong approach. A combination of education and enforcement would serve the dark skies much more than more restrictions. Comments noted.	-
"	22	18.79.080(C)(7)	What is the proposed setback on freestanding signs? The 10' from property line is always problematic and is the limit on number of tenant panels on a freestanding sign been changed? The header plus 3 is also been problematic and not enforceable. Drafts 1&2 propose no setback. Drafts 1&2 do not specify number of tenant panels, only overall sign size. Response: That would be a vast improvement in itself.	-
"	28	18.79.100(A)(4)(e)	I need an explanation of what this means. "Sign surface contains all of the light." This means that there isn't a lot of scatter of light – to protect the dark skies for observatories and others. Stray light is emitted light that falls away from the area where it is needed or wanted. Light trespass. Response: I am still not clear what is being proposed.	-
"	28	18.79.100(A)(4)(f)	I need an explanation here also. "Light text on dark backgrounds only, where "dark" does not include white, off-white, light gray, cream or yellow colors." Minimizing the amount of white light which is detrimental to preserving dark skies for observatories and others. Response: Opaque backgrounds with light only coming out from the logos and lettering? Yes.	-

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red]	<sup>1</sup> - per Draft 3	Any further revision in Draft 3?
"	20, 23, 28	18.79.080(C) & (E), 18.79.100	Here's a basic project I might have: If I had a client in a strip center that had a 20' frontage how much square footage is allowed? For a freestanding sign it depends on the number of access points for the site of the strip center. For example, 64 sf per sign for 2 or more signs. For a wall sign on a multi-tenant building, it would be 30 sf plus 1.5 sf for each linear foot of building frontage up to 200 sf per tenant unless the sign is not located on the tenant space, then the maximum is 30 sf each. Plus there is the "concealed" sign (see definitions). Then there are also the Dark Skies and the Master Sign Program options for some more flexibility. Response: I'd like to see it applied to an actual project.		-
"	20, 23, 28	18.79.080(C) & (D), 18.79.100	Here's a basic project I might have: For a freestanding sign on a single tenant property with a 60' frontage what size and height is he allowed? Depends on the number of access points for the property – if there's one access point approved, then 81 sf, if it's two then 64 sf per sign. It's different if it's a limited access, high volume arterial roadway or speeds greater than 50 mph – then 100 sf OR if on an interstate then 150 sf. And then there are wall signs, and the Dark Skies and Master Sign Program options for more. Response: This sounds like it will work.		-
"	20 - 23	18.79.080(C) & (D)	If they have a freestanding and a wall sign, what is the total square footage allowed for the 2 signs? Would add the allowed 200 sf of wall signage (for frontage less than or equal to 500') or 300 sf (frontage greater than 500') to what's allowed for the freestanding sign. They are cumulative.		-
"	20 - 23	18.79.080(C) & (E)	Can you point me the sections in the draft where I could determine what is allowed? Generally 18.79.080C (freestanding) and 18.79.080E (wall) plus there's also suspended (18.79.080F) and temporary signs (18.79.090).		-
"	15	18.79.070(B), 18.79.080	One suggestion, incorporate graphics to help questions. Comment noted. Draft 2 has a graphic for sign measurement and for illuminated signs.		Illuminated sign graphic removed
			I see a lot of improvements. Great.		-
James Carpentier ASA ISA			We suggest the use of a summary table that includes the requirements "at a glance" so applicants and staff can readily see the code requirements. We will likely provide something like a summary table as part of the public hearing staff report and could provide a summary table to customers and staff. Good idea – thank you.		-
"	15	18.79.070(B), 18.79.080	The use of images can be very beneficial when describing sign types etc. We agree; Draft 2 has a graphic for sign measurement and for illuminated signs but will look into sign types as well.		Illuminated sign graphic removed
"	15	18.79.070(B)	The method of measuring sign area is not indicated. We suggest to measure using multiple standard geometric shapes (or something similar) to allow for encourage creative and irregular signs and shapes. See the attached model code page 29 for additional information and some model language and article on Creative Signs. It's in Section 18.79.070(B) – General regulations. B. Measurement. Draft 2 includes a graphic showing how sign area is measured.		-

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
"	14	18.79.060	The applicability and administration of this section not clear. <b>Comment noted. This is in the existing code so it has weathered some application. To delete it would diminish existing sign code rights.</b>	Nonconforming language unchanged from existing
"	6, 17	18.79.030(B) 18.79.080(A)	Clarify that this section is for billboards & off-site. <b>Because of a significant billboard court case in our county we are making very few changes to the existing billboard section with this text amendment. The definition of billboard specifies "off-site" and all other signs specify "on-site".</b>	-
"	"	"	Clarify that this section is for on-premise by indicating it is on-premise. We recommend giving the on-premise portion of the code a different section number to assist in that clarification. and administration and ease of understanding for applicants. <b>See the above comments plus freestanding, wall, suspended, and window signs all state "on-site".</b>	-
"	20	18.79.080	Recommend the inclusion of a smaller ground sign with same type allowances for numbers such as one per entrance around 4' in height and 6 sq ft. to be able to accommodate directional type signs. These signs could be referred to as minor signs. <b>We think we've addressed this through freestanding and wall signs plus the master sign program but will consider if stakeholders or public believe it necessary.</b>	-
"	22, 25	18.79.080(C) (10)(d)	This may be difficult to enforce since "light text" may be subject to varied interpretation and undue discretion. With the type of illumination levels proposed an EMC will not be any brighter than a typical static sign. <b>Comment noted.</b>	-
"	22, 25	18.79.080(C) (10)(d) & (D) (8)(d)	Recommend that the nits be stated (140) in addition to reference to that section. <b>Tying this figure to the Outdoor Lighting Code (OLC) so that if the OLC committee updates their standards, the sign code will automatically follow. We want the OLC committee to be the lead here.</b>	-
"	23	18.79.080(C) (10)(e)	This should just require a 100' offset when adjacent to a residential use and not separated by a row. Determining visibility may allow for varied interpretation. <b>Comments noted.</b>	-
"	27	18.79.100(A)	We are fully supportive of performance type approach that gives a bonus when meeting the dark sky protection option. <b>Good.</b>	-
"	22	18.79.080(C) (9)(c)	Maximum height should be stated at 8'. <b>Agree, Draft 2 reflects change.</b>	-
"	25	18.79.080(F)	We do not recommend that the allowed window sign area be included as the wall sign allotment. Enforcement may be a challenge due to different marketing campaigns, etc and window signs are exempt. 18.79.050(L) exempts window signs (agree with that) while this section requires the window area be calculated as a part of the wall sign allotment (that section should be eliminated). <b>Draft 2 reflects change as suggested.</b>	-
"	28	18.79.100(A) (4)	This section may be a challenge to administer as noted previously. Consider requiring that sign copy and logos be routed out then the background will not be illuminated and the colors will not be an issue. <b>Comment noted.</b>	-

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
“	28	18.79.100(B)	We fully support flexibility of this nature since the code cannot be designed to meet every type of scenario and project. <b>Great.</b>	-
C. Bard (DSD)	13	18.79.050(C)	Is this per site? <b>Yes</b>	-
“	17	18.79.070(E) (5)	This application is the same as a building permit. <b>Ok, will fix.</b>	-
“	20	18.79.080(C)	So I can put one sign on the road 50 MPH and two on the side street and one interstate style sign. Is this correct? <b>Interstate is different than arterial road – is only I-10 and I-19. A site along I-10 will only be allowed one freestanding sign – period. A site not along an interstate would be allowed one sign per DOT approved access point with the exception if it's an arterial or &gt; 50 MPH road.</b>	-
“	23	18.79.080 (E) (3)(b)	This allows a multi-tenant building say 500 ft long with 4 tenants to have 800 sq. ft. of sign space. A single tenant building doesn't have even 1/2 the allowed sign space. I think the sq. ft. for a single tenant building could be a little more. <b>Comment noted. It's 200 sf/tenant</b>	<b>This section has been revised.</b>
“	26	18.79.090(C)	Does this mean any temporary banner is allowed as long as it is permitted; cannot consider content anymore (grand opening)? <b>Correct.</b>	-
“	26	18.79.090(D)	These are under prohibited signs, then you are sent here and now they are allowed? <b>You're right, this is confusing. Removed prohibition on balloon signs in Draft 2.</b>	-
Pima County Small Business Commission P. Cavanaugh			The Commission is in support of Draft 1; significant improvement over previous standards; greater flexibility. Also suggest the application process be simplified, refrain from sign fee increases, and provide for consistent interpretation of sign standards. <b>We will keep the process as efficient as we can; no fee changes proposed with this text amendment process; we agree with consistency.</b>	-
Arizona Astronomy Consortium			Prohibit the installation of new illuminated signs in all E1 zones (E1a, E1b, and E1c) throughout the county. These are low-density zones near major astronomical observatories. We feel that this request is fair in light of the other provisions of the proposed code update. We note that the designations a-c were for enumeration when the Outdoor Lighting Committee (OLC) was developed, and were not intended to imply a priority. <b>We discussed this at the meeting held after comments received. Agreed that this is mostly the purview of the OLC committee; we cannot restrict existing signs – it could only apply to the newly allowed EMD signs.</b>	-
“			Instead of tying the allowed sign luminance limits to the Tucson/Pima County Outdoor Lighting Code, prescribe sign luminance limits that follow the IDA and IES guidance. These allowances scale with the “lighting zones” (LZs) defined in the IDA/IES Model Lighting Ordinance: LZ0: No ambient lighting, LZ1: Low ambient lighting, LZ2: Moderate ambient lighting, LZ3: Moderately high ambient lighting, LZ4: High ambient lighting <b>This is for the OLC committee to consider.</b>	-

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red]	<sup>1</sup> - per Draft 3	Any further revision in Draft 3?
"			The IDA and IES recommended luminance limits for these zones are: Nighttime Maximum Luminance (nits) 0, 20, 40, 80, 160 nits. There are no regions in unincorporated Pima County meeting the definitions of either LZ3 or LZ4. We argue that all E1 zones in Pima County are equivalent to LZ0. We further maintain that the county E2 and E3a zones are equivalent to LZ1, and the E3 zones are equivalent to LZ2. We therefore propose sign luminance limits of 20 nits. <i>We discussed this at the meeting held after comments received. Agreed that this is mostly the purview of the OLC committee; we cannot restrict existing signs – it could only apply to the newly allowed EMD signs. We are requiring 140 nits for the incentive-based Dark Skies option.</i>		-
"			We would like this code to meet or exceed the standards of the OLC, and to tie language appropriately to the OLC so as to clearly follow it through updates without needing to revisit the sign code frequently. <i>We believe that the OLC need to be spearheading lighting requirements so have tied the sign code to OLC standards so that when they revise, the sign code will follow. See above comments.</i>		-
"	8	18.79.030(I)	We would like some clarity around the definition of the term ‘electronic message display sign.’ This term does not appear to be industry-standard, and its definition (“A sign with an electronically activated changeable message”) appears to encompass both digital billboards and electronic message centers. These devices are not the same, nor interchangeable for the purpose of regulation in the code; furthermore, the existing Pima County sign code expressly prohibits digital billboards, which it terms “electronic message signs.” <i>There are billboard signs (which specifically prohibit digital billboards) and there are electronic message centers – two separate sign types. The prohibition on digital billboards will remain. Added caveat to EMD sign definition that it does not include digital billboards.</i>		<i>At request of stakeholder, the definition was revised.</i>
"	20 - 24	18.79.080(C) & (E)	The definition in Draft 1, §18.79.030(O)(2), should expressly state that ‘electronic message display signs’ are allowed only on-premise. If the county is unwilling to make this distinction and continue to prohibit outright what are commonly known as ‘digital billboards’, then such signs should be curfewed (fully extinguished) at 9 PM. <i>All of the freestanding and wall signs are specified as “on-site” only. This text amendment proposes to continue the prohibition on digital billboards.</i>		-
"	14	18.79.060	We also note some disturbing language in Draft 1, §18.79.060(C), which allows legal, non-conforming signs to be “rebuilt, repaired or replaced only in conformance with the provisions of this chapter” if structurally changed, significantly damaged, moved or destroyed. This is fundamentally at odds with the existing code, which does not allow legal, non-conforming signs to be rebuilt (or re-lit). <sup>11</sup> The language of this section seems to reverse more than 30 years of rule and practice. We oppose this change. <i>This is standard language for non-conforming uses.</i>		<i>Reverted back to existing code’s text</i>
"	27	18.79.100	As a minor stylistic point, the phrase ‘luminance intensity’ is not strictly correct. The phrase used previously, ‘luminous intensity’ is a better technical usage. <i>Corrected as you proposed.</i>		-
"			You raised two points in your letter. The first had to do with using architectural elements to “hood” or “cap” sign light sources in order to reduce light scatter. This is impractical for both conventional, internally illuminated (‘cabinet’) signs and externally illuminated signs because their surfaces either emit or reflect light in virtually the		-



### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red]	<sup>1</sup> - per Draft 3	Any further revision in Draft 3?
			same amounts in all directions. Shields that would meaningfully block light emitted at significant upward angles would yield impractical added structural weight and wind loading. It would be far more practical and effective to simply lower the allowed luminances for sign surfaces as described above, and impose reasonable curfew times. <b>Okay, comment noted.</b>		
“			The other point had to do with the incentive-based provisions of §18.79.080(C)(10), 18.79.080(E)(8), and §18.79.100(B). We are generally supportive of the incentive basis for further light emissions reductions in exchange for larger sign sizes, subject to the additional recommendations above. However, allowing true digital billboards would create a much bigger problem in terms of light emissions, so we urge the County to simply leave the existing prohibition in place. For on-premise electronic message display signs, we again point to the suggested IDA and IES luminance limits based on the lighting zones as proposed to correspond to specific county environmental zones. This is the most effective way to limit the impact of these signs while ensuring they remain adequately legible. <b>Digital billboards remain prohibited.</b>		-
International Dark-Sky Association			Astronomy and space science are a significant contributor to the economy of Pima County, and the protection of that enterprise should be a strong influence in establishing and maintaining public policies around outdoor lighting. However, IDA’s mission encompasses more than consideration of professional astronomy interests. We represent the interests of amateur astronomers and casual stargazers, ecologists and conservationists, and all those who appreciate and revere the night. IDA stands for improving nighttime conditions across Pima County for the benefit of its residents in ways that respect commercial interests and private property rights, protect nocturnal wildlife, and ensure public safety. <b>Comment noted.</b>		-
“			The same issues as the Consortium noted: No illuminated signs in E1 zones, prescribe zone-based sign luminance limits that follow IDA1 and Illuminating Engineering Society (IES) guidance for lighted, on-premise signs; namely, 20 nits in the E2 and E3a zones and 40 nits in the E3 zone; clarify the definition of ‘electronic message display sign’ and/or add other code language to continue the express prohibition of digital billboards; strike draft language in §18.79.060(C), which allows legal, non-conforming signs ..., the county sign code should meet or exceed the standards of the Tucson/Pima County Outdoor Lighting Code (OLC), same response to idea of “hooding” or “capping” signs. <b>See DSD responses to the Consortium comments.</b>		-
“			The other issue involves the incentive-based provisions of §18.79.080(C)(10), §18.79.080(E)(8), and §18.79.100(B). This is a reasonable approach for conventional illuminated signs, whether internally or externally illuminated, subject to the additional recommendations discussed here. However, the nighttime impact of electronic message display signs and digital billboards is very different. This is why we urge the County to leave the existing prohibition of digital billboards in place, and to enact the zone-based IDA- and IES-recommended luminance limits for on-premise electronic message display signs. For permitted electronic signs, this approach simultaneously serves the interests of sign owners and stakeholder groups by ensuring sign message legibility while minimizing harm to the nighttime environment. <b>See above response to Consortium’s comment on this subject.</b>		-

### ATTACHMENT 3

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments in black; DSD responses in red] <sup>1</sup> - per Draft 3	Any further revision in Draft 3?
Arizona Multihousing Association	26	18.79.090(C)	The 120 day temporary banner sign display time - is this in total or this is the amount of time the same sign can be displayed? For example, apartment communities regularly display banners stating their phone number and/or the type of product the offer ie: " Renting 1, 2 & three bedrooms" or specials such as "One month free". Would like to display these types of banners throughout the year to promote different incentives and availability. These signs are often attached to the building or can be found attached to sign posts at the entrances. <b>An allowance of 6 months if the banner is attached to an existing building was added.</b>	-

## ATTACHMENT 2

[The Draft 2 revisions to Draft 1 are shown in red.]

### Chapter 18.79 - SIGN STANDARDS

#### 18.79.010 – Purpose.

- A. It is the purpose of this chapter to authorize the use of signs that:
1. Provide opportunities for equitable free speech and identification and essential communication, enabling wayfinding, retaining businesses and promoting economic development;
  2. Encourage legibility of sign information along street frontages, reduce visual clutter, and encourage the clearest possible visual perception of existing uses and existing signs;
  3. Promote signs that are appropriate to the type of activity to which they pertain, well-designed, of appropriate scale, and appropriately integrated into the built and natural environment;
  4. Promote traffic and pedestrian safety: minimize risk of personal injury and property damage from unregulated and improper sign placement and construction;
  5. Protect astronomical observation by protecting dark skies and minimize light intrusion onto adjacent property; and,
  6. Encourage an aesthetic appearance compatible with the surrounding human and natural environment along street frontages, improving the quality of the visual appearance of the community, and the ~~clear~~ visibility of the natural environment.
- B. Whenever a conflict arises in the enforcement of this chapter or more than one interpretation is possible, the purpose shall serve as a guideline in reaching a decision.

#### 18.79.020 - General.

- A. A sign shall comply with the Pima County building codes (Title 15).
- B. A permit is required for all signs unless otherwise stated.

## ATTACHMENT 2

- C. No sign shall be installed, placed, or maintained within unincorporated Pima County except in conformance with this chapter or as allowed by a state or federal law preemption of this chapter.
- D. If provisions of this chapter are in conflict with any other provision of the code, the more restrictive requirement shall apply.
- E. No sign shall cause a safety hazard for pedestrians or vehicles.
- F. No content restrictions.
  - 1. Any sign allowed under this chapter may contain, in lieu of any other copy, any otherwise lawful message that complies with applicable dimension, lighting, design, spacing, and approval requirements of this chapter.
  - 2. This chapter is intended to regulate signs in a manner that does not favor commercial speech over non-commercial speech and does not regulate non-commercial speech by message content.
  - 3. Any regulation that distinguishes between on-site and off-site signs applies only to commercial messages, and allows any non-commercial message.

### 18.79.030 - Definitions and sign types.

#### A. Definitions "A".

- 1. Abandoned sign: A sign which advertises, identifies or gives notice of a use which is no longer in operation or an activity which has already occurred. A permanent, on-site sign which applies to a temporarily-suspended use shall not be deemed to be abandoned unless the suspension exceeds one year.
- 2. A-frame sign: A portable sign typically constructed of wood or plastic that folds out to form the shape of an "A".

#### B. Definitions "B".

- ~~C. Balloon sign: An airtight bag filled with helium, hot air, or other gas, that is anchored to a building or structure with rope, cable or similar material.~~

## ATTACHMENT 2

~~1D.~~ Banner: A temporary sign constructed of a flexible material hung or attached to a building, wall or fence on which copy or graphics may be displayed.

~~2E.~~ Billboard: An off-site sign displaying advertising sign copy that is pasted, painted or fastened in a manner to permit its periodic replacement and that does not pertain to the sign location.

~~3F.~~ Building frontage: The measurement between two straight lines projecting from the outermost edges of a building or tenant space wall that are perpendicular to a straight line running along the ground level of the front of the measured wall.

### C. Definitions "C".

~~1G.~~ Change of sign copy: A replacement or modification of the message or design of an existing sign face without modifying the size, shape, framework or structure of the sign. It allows the changing of messages by means of non-electronic sign copy.

~~2H.~~ Concealed sign: A permanent or temporary sign that is within the boundaries of a premises, not legible from adjacent public right-of-way. Examples: indoor sign and a sign located within an outdoor courtyard.

3. Correlated color temperature (CCT): A measurement of how yellow or white/blue emitted light is, as measured in kelvins. A low CCT is the amber end of the light spectrum. High CCT outdoor lighting causes light scattering, diminishing dark skies.

### D. Definitions "D".

~~1I.~~ Danger sign. A sign that is necessary to warn of danger.

~~2J.~~ Development complex: A site, having common vehicular access points, which is subject to the development plan requirements of Development Plan Standards (Chapter 18.71), including waiver.

~~3K.~~ Drive-through sign: An on-site sign of a drive-through or drive-in use.

E. Definitions "E". Reserved.

F. Definitions "F".

1. Flag: A piece of cloth or similar material on a pole or rope used as a marker, symbol or emblem of a country or institution or as a decoration during an event.

2L. Freestanding sign: An on-site sign erected or mounted on a self-supporting, permanent base detached from supporting elements of a building. Does not include a billboard sign.

3M. Freestanding interstate style sign: A sign not supported by another structure and located along an interstate such as I-10 and I-19.

G. Definitions "G".

1N. Governmental sign: A sign constructed, placed, or maintained by a government agency or a sign that a government agency requires to be constructed, placed, or maintained.

H. Definitions "H". Reserved.

I. Definitions "I".

1O. Illuminated sign: A sign that uses any artificial light either projecting through its surface or reflecting off its surface.

a1. Conventional internally illuminated sign: A sign made visible in darkness by a source of light, concealed or contained within the sign that shines through a translucent surface.

b2. Electronic message display sign: An on-site sign with an electronically activated changeable message. Does not include a digital billboard.

c3. Externally illuminated sign: A sign with illumination derived entirely from an external, artificial source.

d4. Indirectly illuminated sign: A sign with a light source that is not seen directly.

2P. Inflatable or air activated signs: Structures which are inflated or activated by air and used for advertising purposes.

J. Definitions "J". Reserved.

K. Definitions "K". Reserved.

L. Definitions "L".

1Q. Landscape area: The square footage of a ground cover surrounding a sign creating an aesthetic effect by the use of plant material and inorganic material including but not limited to grass, trees, shrubs, planters, brick, stone, natural forms, water forms, aggregate and other landscape features, but not including the use of concrete, asphalt or outdoor carpeting.

2R. Landscaping ratio: The relationship between the landscape area surrounding a sign and the sign area.

3S. Legal nonconforming sign: A sign that was legally installed in conformance with all applicable sign regulations and ordinances in effect at the time of its installation, but that does not comply with current regulations.

M. Definitions "M".

1. Maximum luminous intensity: The maximum allowed of the measure of the amount of light that a point source radiates in a given direction. It is measured in candles or nits with one nit equivalent to one candela per square meter.

N. Definitions "N". Reserved.

1T. Neon sign: An electric sign lighted by long luminous gas-discharge tubes that contain rarefied neon or other gases, and that are bent to form letters, shapes, and other sign adornment.

~~2U.~~ Non-residential area: Areas with business and industrial zoning, and areas with residential or rural zoning with an approved development plan or conditional use permit. An approved subdivision plat in its entirety as a site, not as individual lots, may be considered non-residential.

O. Definitions "O".

~~1V.~~ Off-site sign: A sign that is not on the site of the subject use.

~~2W.~~ On-site sign: A sign directing attention to a use, activity, facility, product or service existing at the property on which the sign is placed.

P. Definitions "P".

~~1X.~~ Political sign: A temporary sign relating to a political candidate, political party or issue in a public election, as allowed by Arizona Revised Statutes.

~~2Y.~~ Portable sign: A freestanding, moveable sign not permanently affixed to any building, structure, or embedded into ground. Examples include A-frame signs and T-frame signs.

Q. Definitions "Q". Reserved.

R. Definitions "R".

~~1Z.~~ Residential area: Areas with residential or rural zoning with no approved development plan or conditional use permit.

~~2AA.~~ Roofline: The top edge of the roof or the top of the parapet, whichever forms the top line of the building silhouette.

~~3BB.~~ Roof sign: A sign that projects above the roofline of a building to which it is attached.

S. Definitions "S".

~~1CC.~~ Sign: A name, identification, description, display or illustration affixed to or painted or represented directly or indirectly on a building or other outdoor surface that directs attention to or is designed or intended to direct attention to the sign



## ATTACHMENT 2

face or to an object, product, place, activity, person, institution, organization, or use.

~~2DD~~. Sign area allotment: The allowed amount of identification sign area.

~~3EE~~. Sign copy: Any word, letter, logo, number, design, figure or other symbolic representation incorporated into a sign.

~~4FF~~. Street frontage: Measured as the length of a lot or development fronting on a public or private street.

~~5GG~~. Suspended sign: Signs hanging from an awning, from a canopy, a covered walkway, porch, roof overhang, or a sign projecting from a building.

### T. Definitions "T".

~~1HH~~. Temporary sign: A portable sign, a sign not permanently embedded in the ground, or a sign not permanently affixed to a building or permanent sign structure.

~~2II~~. Tenant space: The area or portion of a building leased by an individual or entity; may include the property owner.

~~3JJ~~. T-frame sign: A portable sign that stands creating the shape of two, joined "T"s.

### U. Definitions "U". Reserved.

### V. Definitions "V". Reserved.

### W. Definitions "W".

~~1KK~~. Wall sign: A permanent sign fastened, attached, or connected to, or supported in whole or in part by, a building or structure.

~~2LL~~. Window sign: A sign affixed to the interior or exterior of a window, or placed immediately behind a window, and visible from outside of the building.

18.79.040 - Prohibited signs. No person shall erect, alter, or relocate any sign specified in this section, unless regulated elsewhere:

A. Sign types.

## ATTACHMENT 2

1. Abandoned sign.

~~2. Balloon sign.~~

~~23.~~ Cloth or paper sign attached to the exterior surface of a window or a building except a private, temporary sign in a residential area or as allowed as a banner.

3. Digital billboard.

4. Flashing, blinking, reflective, inflatable or animated signs, including signs with an intermittent or varying color or intensity of artificial illumination, whether deliberate or as a consequence of a defect in the sign or illumination source, except as expressly allowed by the provisions of signs with electronic message display components (Sections 18.79.080(B)(10), (D)(8)) or inflatable or air activated signs (Section 18.79.090(D)).

5. Off-site sign, except those specifically allowed.

6. Ribbons, streamers, balloons, or pin flags, except as expressly allowed by the provisions of inflatable or air activated signs (Section 18.79.090(D)).

7. Roof sign or signs projecting above the top of the wall parapet, or roofline, or mounted on a roof.

8. Searchlight.

9. Sound: A sign emitting sound (except a drive-through sign).

10. Statue used for advertising.

B. Signs that obstruct the free and clear vision of motor vehicle operators or signs placed in any location where by reason of position, shape, or color may interfere with, or be confused with, any authorized traffic sign, signal, or device. A sign that because of its intensity of light constitutes a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties.

## ATTACHMENT 2

18.79.050 – Exempt signs. The following signs are exempt from the application, permit and fee regulations of this chapter, although the applicable development standards apply and an electrical or building permit may be required:

- A. Concealed sign.
- B. Danger sign: No greater height or size than is required to give the public adequate warning.
- C. Flags: ~~Six~~ Ten or fewer flags with poles no greater than twenty feet in height.
- D. Governmental sign.
- E. House numbers, nameplates and addresses as required by Address Standards (Chapter 18.83).
- F. Memorial signs, tablets or cornerstones, grave markers, headstones, statues, and historical markers or cornerstones, not exceeding eight square feet in area.
- G. Political sign as allowed by Arizona Revised Statutes.
- H. Portable “A” and “T”- frame signs.
- I. Signs on a single-family, residential property of a cumulative sign area of six square feet, not exceeding six feet in height unless attached to a wall or structure, and not illuminated.
- J. Signs attached to a service station pump or signs integrated into the design of an automated bank teller machine.
- K. Vehicle signs that are incidental to vehicle use. Exception: A vehicle that is regularly located for the primary purpose of displaying the sign.
- L. Window signs that comply with the requirements of Sections 18.79.080(E) or 18.79.090(G).

## ATTACHMENT 2

### 18.79.060 – Legal nonconforming signs.

- A. Legal, nonconforming signs are allowed, subject to the requirements of this section.
- B. Any legal, nonconforming sign shall be permitted to remain, so long as it:
  - 1. Is not increased in area or height and remains structurally unchanged, except for reasonable repairs or alterations; or
  - 2. Is not relocated, unless at the request or requirement of Pima County so as to comply with applicable safety requirements.
- C. A legal, nonconforming sign shall be rebuilt, repaired, or replaced ~~only~~ in conformance with the provisions of this chapter if it is:
  - 1. Structurally changed, except for reasonable repairs or alterations;
  - 2. Damaged by half or more of the cost to replace the sign as a result of fire, lack of maintenance, or other causes; or
  - 3. Temporarily or permanently moved or removed by any means including an act of God, except as provided in subparagraphs 18.79.060(B)(2) above and 18.79.060(D) below.
- D. Exception: A freestanding ~~identification~~ sign remaining in the same location may be altered, subject to the following conditions:
  - 1. Maximum sign area may be the greatest of:
    - a. That allowed in the residential or non-residential area;
    - b. Fifty percent of the area of the nonconforming sign.
  - 2. Maximum sign height may be the greatest of:
    - a. That allowed in the residential or non-residential area; or
    - b. Seventy-five percent of the height of the existing sign.

## ATTACHMENT 2

3. All structural components and braces (such as pipes, angle iron, cables, internal or back framing) are concealed with a pole cover or architectural embellishment.

4. This exception does not apply to electronic message display signs.

### 18.79.070 – General regulations.

A. Each single-family, residential property is allowed an on-site, cumulative sign area of six square feet, not exceeding six feet in height unless attached to a wall or structure, with no limit on the number of signs. Illumination of signage is prohibited.

B. Measurement:

1. Sign area allotment is measured as the total area covered by the sign copy including a letter, logo, number, design, figure or other symbolic representation incorporated into a sign.



Example: The “sign area” is measured as the total area within the red outline.

2. Sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost feature 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 crown of the road nearest the property if no curb exists) to the topmost feature of the sign.

C. Multiple components: A sign which is subject to more than one classification shall meet the requirements for the classification to which each portion is subject.

D. Illumination.

## ATTACHMENT 2

1. Signs may be illuminated, except where expressly prohibited in this chapter.
2. A sign shall comply with the standards of the Outdoor Lighting Code (Chapter 15.12).
3. Sign illumination shall be turned off at close of the use associated with the sign until at least sunrise.
4. A light source of a sign shall not be visible from:
  - a. Above except as allowed in the Outdoor Lighting Code (Chapter 15.12), and,
  - b. An adjacent property or street.

### E. Permitting.

1. The sign-property owner or the sign-property owner's representative may apply for a sign permit. A sign-property owner's representative shall provide an authorization letter from the owner of the property on which the sign is to be installed.
2. Except as provided in subparagraph 3 below, a sign permit is required prior to constructing, installing, placing, altering, or relocating any sign.
3. A sign permit is not required for any of the following:
  - a. Change of sign copy;
  - b. An exempt sign as defined in this chapter;
  - c. A sign allowed by a state or federal law preemption of this chapter;or,
  - d. Sign maintenance that does not change the design of the sign.
4. Permit fees. In accordance with the fee schedule adopted by the Board of Supervisors.
5. Application.

a. A The sign permit portion of an application shall be submitted for all signs requiring a permit.

b. A The sign permit portion of an application must be accompanied by all items required by the sign permit portion of an application checklist.

6. Permit suspension or revocation. In addition to enforcement pursuant to Chapter 18.95 (COMPLIANCE AND ENFORCEMENT), the zoning inspector may suspend or revoke a sign permit issued as a result of the applicant's material omission or misstatement of fact. The planning official shall give notice of any suspension or revocation to the applicant and to the sign-property owner.

F. Address identification. A sign shall conform to the requirements of Chapter 18.83 (ADDRESSING STANDARDS) and the Official Address Guide for Pima County, Arizona.

18.79.080 – Regulations by permanent sign type.

A. Billboard. A billboard is allowed in the CB-2, CI-1, CI-2, and CI-3 zones subject to:

1. General:

a. Minimum clearance: Ten feet.

b. Maximum faces per sign: Two.

c. No illumination.

d. Maximum number of signs per site: None.

e. Landscaping ratio: None.

f. No on-site use sign shall be a part of or attached to a billboard.

g. No sign face area or object shall extend beyond the surface or rectangular perimeter of the billboard face.

h. All visible portions of the supporting structure shall be an earthtone shade of brown or green.

i. A billboard shall not be located:

- i. Within 200 feet of a residential zone or 100 feet of a building erected prior to the issuance of the billboard permit.
  - ii. On a designated scenic route, excepting:
    - a) Interstate 10.
    - b) Interstate 19.
    - c) Those portions of State Highway 85 and 86 between the Tohono O'dham Reservation, the Pinal County line and the boundary of the Organ Pipe National Monument.
  - iii. On a lot or parcel with a building or structure. A billboard constructed after November 19, 1985, shall be removed prior to the issuance of a certificate of occupancy for a building on the same lot or parcel, subject to the requirements of ARS §11-812.
- j. Two-for-one (2 for 1) Replacement of Billboard Support Structure. A billboard with a wooden support structure may be replaced with a metal support structure for a billboard of the same sign area provided it meets the following requirements:
- i. Illumination: None;
  - ii. Maximum height: 24 feet;
  - iii. A second existing billboard with a wooden support structure is removed within 30 days of the issuance of a permit for the replacement support structure.
2. A billboard within 300 feet of a county road constructed after January 1, 1984, or a billboard within a CB-2 zone shall require a sign use permit issued by the board of supervisors. The permit shall may be: issued after a public hearing for which all owners of property within 600 feet of the proposed billboard have been notified by mail and subject to the requirements of 18.79.080(A)(1)(f) through (A)(1)(i), (A)(2),



(A)(3); and, in conformance with the following purpose statement which shall serve as a guideline in reaching a decision:

a. It is the purpose of this subsection to establish a framework of comprehensive sign standards for Pima County that reflect the community decision to preserve and enhance the natural, scenic desert environment of Pima County and to promote the health, safety and welfare of the community.

It is the intent of this subsection to authorize the use of signs that:

i. Encourage an aesthetic appearance compatible with the surrounding human and natural environment along street frontages;

ii. Encourage the clear visibility of the mountain and desert environment and improve the quality of the visual appearance of the community;

iii. Promote signs that are appropriate to the type of activity to which they pertain;

iv. Encourage legibility of sign information along street frontages;

v. Protect astronomical observation and minimize light intrusion onto adjacent property; and

vi. Reduce visual clutter and glare in order to promote traffic and pedestrian safety and encourage the clearest possible visual perception of existing adjacent businesses and existing signs.

b. The application fee for a public hearing before the board of supervisors concerning a CB-2 zone billboard sign use permit shall be in accordance with the development services fee schedule.

3. CB-2 and CI-1:

a. Maximum area per sign: 75 square feet;

b. Maximum height: 16 feet;

## ATTACHMENT 2

- c. Minimum setback: 20 feet from any property line.
- d. Not located within 660 feet of another billboard.

4. CI-2 and CI-3:

- a. Maximum area per sign: 300 square feet;
- b. Maximum height: 24 feet;
- c. Minimum setbacks:
  - i. Billboard with an area of 75 square feet or less: 20 feet from any property line and shall not be within 660 feet of another billboard.
  - ii. Billboard with an area of more than 75 square feet: 30-foot front setback and shall not be within 1,320 feet of another billboard.

B. Freestanding. A freestanding sign is allowed subject to:

- 1. Location: On-site; non-residential areas only. Interstate style: a. Within 250 feet from the edge of the interstate right-of-way and within 1,000 feet parallel to the interstate (this area is measured toward the exit or entrance ramp from a point where the centerline of a ramp meets with the edge of the right-of-way of a contiguous road which is part of the interstate interchange); b. Not within 300 feet of another freestanding sign.
- 2. Maximum number of signs per site: One sign per approved access point. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: Up to two of the signs may be located on another frontage within the same site. Interstate style: One per site including any style of freestanding sign.
- 3. Maximum area per sign:
  - a. One sign: 81 square feet; or
  - b. Two or more signs: 64 square feet each;

## ATTACHMENT 2

- c. Hospital: 100 square feet each.
  - d. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: 100 square feet each per access point.
  - e. Interstate style: 150 square feet.
4. Maximum height per sign:
- a. 10 feet;
  - b. Hospital: 20 feet.
  - c. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: 15 feet.
  - d. Interstate style: 25 feet above the interstate grade.
5. A 25 percent increase in the area and height of an illuminated sign is allowed, except a sign with an electronic message display component, if the illumination measures of the Dark Sky Protection Option in Section 18.79.100(A)(4) are met.
6. Landscaping ratio per sign: 4:1.
7. Minimum setback: Zero feet.
8. May include a changeable copy component.
9. May include additional drive-through signs subject to:
- a. Maximum number of signs: Two; one additional for more than one drive-through lane;
  - b. Maximum area per sign: 36 square feet;
  - c. Sound emitted shall not be audible from any nearby residential property.
10. May include an electronic message display component subject to:
- a. Limited to 50 percent of the allowable area of a sign face;

## ATTACHMENT 2

- b. Full color is allowed and shall consist only of static or slow fade messages that change not more frequently than once every 7.5 seconds. Scrolling, travelling, flashing, full-motion video, use of sound, and similar operational effects are prohibited;
  - c. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;
  - d. A maximum ~~luminance~~ luminous intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12);
  - e. If the sign is visible from an existing residential use and not separated by a street or alley, the sign is installed a minimum of 100 feet from the property line of the residential use.
- 11. Freestanding signs located along scenic routes shall be monument style as defined in Section 18.77.040(B)(2).
- C. Suspended. A suspended sign is allowed subject to:
  - 1. Location: On-site; non-residential areas only; near the tenant space.
  - 2. Maximum number of signs: One per tenant space.
  - 3. Maximum area: Calculated as part of the wall sign area allotment (reference 18.79.080(D)).
  - 4. Maximum height: Building height.
  - 5. Minimum clearance: Eight feet.
  - 6. If a projection sign, maximum projection allowed: Five feet.
- D. Wall. A wall sign is allowed subject to:
  - 1. Location: On-site; non-residential areas only, with the exception of Section 18.79.070(A); located on tenant space with the multi-tenant building maximum sign area exception of Section 18.79.080(D)(3)(b).
  - 2. Maximum number of signs per site: None.

## ATTACHMENT 2

3. Maximum sign area per building:
  - a. Single tenant building:
    - i. 200 square feet per elevation for building frontages less than or equal to 500 feet;
    - ii. 300 square feet per elevation for building frontages greater than 500 feet.
  - b. Multi-tenant building: Thirty square feet plus 1.5 square feet for each linear foot of building frontage up to 200 square feet per tenant.  
Exception: If sign is not located on tenant space, maximum sign area is 30 square feet each.
4. Maximum height: First and top stories of a multi-story building; no projection above the roofline. Allowed on parapet walls that are structurally integrated into the original building design; not extensions added to an existing building.
5. A 25 percent increase in the area and height of a sign is allowed, except with an electronic message display component, if the illumination measures of the Dark Sky Protection Option in Section 18.79.100(A) are met.
6. May include a change of sign copy component.
7. May include a drive-through component subject to:
  - a. Maximum area: 36 square feet;
  - b. Maximum height: 8 feet;
  - ~~b~~c. Sound emitted must not be audible from any residential property.
8. May include an electronic message display component subject to:
  - a. Limited to 50 percent of the allowable area of a sign face;
  - b. Full color is allowed and shall consist only of static or slow fade messages that change not more frequently than once every 7.5 seconds.

## ATTACHMENT 2

Scrolling, travelling, flashing, full-motion video, use of sound, and similar operational effects are prohibited;

c. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;

d. A maximum ~~luminance~~ luminous intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12);

e. If the sign is visible from an existing residential use and not separated by a street or alley, the sign is installed a minimum of 100 feet from the property line of the residential use.

E. Window. A window sign is allowed subject to:

1. Location: On-site; non-residential areas only;

2. Maximum area per sign: No more than forty percent (40%) of the window on which the sign is displayed; ~~calculated as part of the wall sign allotment~~. Sign copy on a permanent window sign with letters or symbols no more than three inches high shall not be counted as part of the sign area allotment;

3. Maximum height: First and second floor building windows only;

4. If illuminated, window signs shall only be internally illuminated.

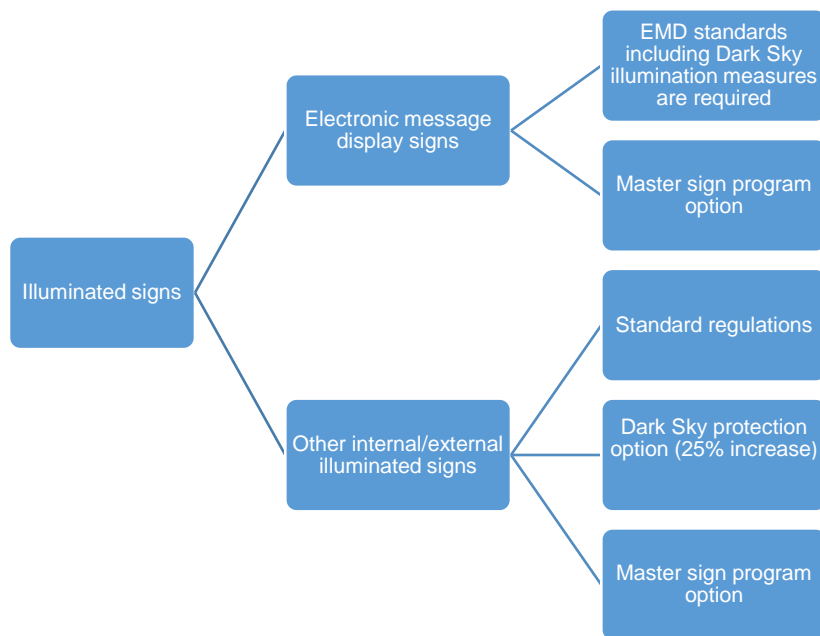


Figure 1.

#### 18.79.090 – Regulations by temporary sign type.

##### A. General requirements. Temporary sign types shall not:

1. Interfere with the free movement of pedestrians and vehicles.
2. Be placed upon any other sign assembly, utility pole, authorized traffic control device, utility box, boulder, tree, planter, or similar structure.
3. Be placed in a manner that allows displacement during adverse weather conditions and results in a safety hazard to the public.
4. Include amplified sound, animation, motion or attachments such as balloons, flags, streamers, pinwheels, or ribbons, except as authorized by inflatable or air activated signs (Section 18.79.090(D)).
5. Be illuminated other than by ambient light present on the property or by existing illumination intended for other uses.
6. Be off-site, except as expressly allowed by this chapter.

## ATTACHMENT 2

7. Advertise off-site commercial activities, except as expressly allowed by this chapter.
- B. Temporary signs must be clearly labeled with the name and telephone number of the sign owner.
- C. Banner sign. A temporary banner sign is allowed subject to:
  1. Location: On-site;
  2. Maximum number per site: One per street frontage within site;
  3. Maximum area: 60 square feet;
  4. Maximum height: Below the roofline for building-mounted banners;
  5. The maximum, cumulative display time for a banner sign attached to an existing building is 6 months per year; all others are is 120 days per year.
- D. Inflatable or air activated signs. A temporary inflatable or air activated sign is allowed in conjunction with a special event or activity subject to:
  1. Location: On-site; non-residential areas only;
  2. Maximum number per site: No more than two inflatable or air activated signs may be displayed concurrently;
  3. Maximum area: None;
  4. Maximum height: 24 feet. Shall not be placed on the roof of any building or structure. Maintain 18 feet of clearance from overhead utility lines;
  5. Minimum setback: A distance equal to or greater than the height of the sign from all property lines;
  6. Placed and operated in accordance with applicable building and fire codes including proper anchoring to the ground;
  7. May be displayed for a period of up to three consecutive days and no more than two display periods per calendar year.
- E. Political signs: Reference Arizona Revised Statutes.



## ATTACHMENT 2

### F. Portable “A” and “T” – frame signs:

1. Location: On-site; non-residential areas only; within 30 feet of the building entrance;
2. Maximum number per site: One sign per tenant;
3. Maximum area: 12 square feet;
4. Displayed typically on a daily basis but may not exceed 72 hours.

### G. Window sign. A temporary window sign is allowed subject to:

1. Location: On-site; first and second floor windows;
2. Maximum area: 40 percent of window.

18.79.100 – ~~Flexible option~~ Dark sky protection option and master sign program.

### A. Dark sky protection option.

1. Purpose: To allow increased sign area and height and promote the use of illumination measures to protect dark skies.
2. Application: Applies to illuminated signs with the exception of electronic message display signs. Does not include billboard signs.
3. Incentives: A 25 percent increase in the area and height of a sign is allowed subject to meeting the requirements of this section. Submittals are reviewed by and subject to approval, approval with conditions, or denial by the planning official.
4. Illumination measures. ~~If sign is allowed to be illuminated, in addition to~~ meeting the Outdoor Lighting Code, ~~the a~~ sign shall meet the following:
  - a. An illuminated sign shall be turned off by 9 PM;
  - b. Only the sign copy letters shall be illuminated;
  - c. Externally illuminated signs:
    - i. Full shielding of luminaires;
    - ii. Top-down illumination only;

- iii. A maximum correlated color temperature (CCT) of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12) for the illumination source;
  - iv. Sign surface contains all of the light;
  - v. Light trespass onto any other property prohibited;
  - vi. A maximum ~~luminance~~ luminous intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12).
- d. Conventional internally illuminated signs:
- i. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;
  - ii. A maximum correlated color temperature (CCT) of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12) for the illumination source.

B. Master sign program.

1. Purpose:

- a. To allow flexibility in the standard provisions of this chapter to respond to a special need, event, or activity in exchange for better design while still meeting the general intent of the chapter;
- b. To promote:
  - i. A unifying, consistent and aesthetic design theme in the form of architectural style, shapes, textures, colors and materials used on a scale from an individual lot to a development complex;
  - ii. A well-organized visual environment with signs located and spaced or grouped together to reduce a disorganized appearance and improve the appearance of affected street frontage;

- iii. Proportionality in sign area and height to integrate with the buildings, architecture, and landscape of the site;
    - iv. The use of high quality materials.
  - c. To protect Dark Skies through the use of illumination measures (Section 18.79.100(A)(4));
  - d. To maintain sign legibility and promote traffic and pedestrian safety;
  - e. To avoid obstructing significant scenic views from the right-of-way.
2. Application: May apply to on-site and off-site signs, and all signs in the right-of-way. The request may include the number of signs, the location of signs, the time period of the signs, the maximum height, and the maximum sign area. Does not include billboard signs. Does not allow sign types not otherwise allowed by the chapter.
3. The planning official shall review the submittal and may approve, approve with conditions, or deny the request based on this section. The applicant may appeal the planning official's decision to the applicable board of adjustment.
4. The applicant shall submit a complete master sign program request according to departmental requirements and fees.
5. If a sign is proposed for location within the right-of-way, review and approval by the Department of Transportation shall be required.
6. Written permission by the property owner for any sign on private property shall be required.
7. Each sign must be clearly labeled with the permit number and the name and contact information of the sign permit applicant.

## ATTACHMENT 4

### SIGN CODE UPDATE STAKEHOLDER (PARAPHRASED) COMMENTS on Draft 2 and how they are reflected in Draft 3 (formal ordinance)

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments are paraphrased in black; DSD responses in red] <sup>1</sup> - per Draft 3
Sierra Club			We are opposed to the proposed changes that would allow many more large and intrusive signs than current language. Must not backslide on improvements to signs over recent decades. Draft 2 is a sweeping deregulation document, long term effects disastrous esthetically and vehicular travel safety. No changes to sign code have been made in recent decades. Code has remained unchanged since 1985. Options added in the Master Sign Program to allow additional signage with improved design and Dark Sky Option.
“	4	18.79.010(A)	The purpose statement elevates promoting perceived commercial interests over traffic safety. The purpose statement was reordered to reflect stakeholder comment about its order representing a prioritization of purpose.
	22, 24	18.79.080(C)(10) & (E)(8)	It would allow now-prohibited distracting full-color electronic messaging signs that could change messages at 7.5 second intervals. Some are already being approved through variances. This is a standard on which we are trying to reach a better consensus with differing stakeholders' concerns. Recent change has increased to 60 seconds based on comments received. This would provide same change rate as in the City of Tucson.
“	21	18.79.080(C)(2) & (3)	Significantly increases the size and number of allowable free-standing signs in commercial areas. To be addressed in a scenario comparison between currently allowed and proposed signage.
“	21	18.79.080(E)(2) & (3)	Significantly increases the size and number of allowable business wall signs. The maximum sign area for wall signs was revised. To be addressed in a scenario comparison between currently allowed and proposed signage.
“	21, 24	18.79.080(C)(4) & (E)(4)	Significantly increases the allowable height of businesses' free standing and wall signs. Provides a more uniform height limit across developments. To be addressed in a scenario comparison between currently allowed and proposed signage.
“	22	18.79.080(C)(7)	Reduces the required setbacks from streets for side and real signage. As proposed, the reduced setback is limited by traffic safety – it cannot conflict with safety. It is a relatively frequent request approved through variances. Right-of-ways in Pima County are 150 feet in most cases. The distance from the pavement to property lines are large. To encourage safe movement of traffic it is critical to locate signs in front of landscaping on private property that will improve sign visibility.
“	29-31	18.79.100(B)(3)	It would allow department personnel to grant exceptions from the greatly relaxed rules. The Master Sign Program has been revised in response to stakeholder comments to require that more impactful requests are heard and decided by the Design Review Committee at a public hearing.
“	26, 27, 28	18.79.090(D), (F) & 100(B)	It would allow a variety of potentially obtrusive temporary signs now expressly prohibited. 'A' and 'T' frame signs would be allowed and limited inflatable signs. Both the City of Tucson and Town of Marana allow these signs. Small temporary signs for events or sales could be allowed through the Master Sign Program.

# ATTACHMENT 4

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments are paraphrased in black; DSD responses in red] <sup>1</sup> - per Draft 3
“	14	18.79.060	Would allow greater latitude for businesses to retain signs exceeding county standards because they were installed prior to the standards' adoption. In response to stakeholder comments, the nonconforming section has reverted back to the existing sign code language.
“	-	-	Strongly urge the county to reject this document; should instead retain and strengthen current sign code except within the very narrow scope of Reed v. Gilbert. The sign code hasn't been updated in 35 years. The sign code changes update standards to promote traffic movement and protect the visual surroundings.
Billboard Review Committee (BRC)	29	18.79.100(B)(2) (b)	Given the gray area of what constitutes a billboard as an off-site sign, any changes to general off-site regulation should be taken with great care and be very limited. “Non-billboard off-site signs” limited to ≤ 50 sf. In response to stakeholder comment, the size of the signs has been reduced to 32 sq. ft. or less.
“	10	18.79.030(O)	Draft 2 changes definition of off-site sign from “a sign that is not an on-site sign” to “a sign that is not on the site of the subject use”. New language is vague and unclear as to what it means. Definitions important in litigation. Don't change existing definition; unwise to change definition. Proposed for off-site sign: “A sign directing attention to a use, activity, facility, product or service that is not existing at the property on which the sign is placed”. The language has reverted back to the existing sign code definitions: “Off-site sign: A sign that is not an on-site sign.” “On-site sign: A sign directing attention to a use, activity, facility, product or service existing at the property on which the sign is placed.”
“	12	18.79.040(A)(3)	“Moving sign” is no longer on the prohibited sign list. Concern is that billboards for the 1 <sup>st</sup> time would be allowed motion including tri-vision. Also delete the term “digital billboard”. Not a good idea. The language has been revised to state “Electronic message display components of a billboard” are prohibited.
“	7	18.79.030(C)(2)	Draft 2 exempts concealed signs; this could include billboard signs along private roadways in large developments and in large shopping centers. The exemption in the existing code does not extend to off-site signs. Propose language “Concealed sign: A permanent or temporary <u>on-site</u> sign that is within the boundaries of a premises, not legible from adjacent public right-of-way. Examples: indoor sign and a sign located within an outdoor courtyard. The revision has been made as requested by the stakeholder.
“	14	18.79.060	Draft 2 would allow relocation of nonconforming billboards for the first time under rationale of “safety”. Not found in other jurisdictions (except Marana). The few exceptions are forthright with respect to the terms of relocation. This change would undermine the Settlement Agreement, as there is a provision that would allow the relocation of billboards removed for roadway projects, but <u>only</u> if the Pima County Code is revised to allow such relocation. The BRC was then, and is now, operating under the assumption that the code would not be changed in this regard unless there was somehow a dramatic overall shift in public policy on billboards. Existing code does not allow for the relocation of nonconforming off-site signs under any circumstances. Draft 2 exception neither indicates what constitutes a valid “safety” reason, nor provides any guidance as to where such signs might actually be relocated to, consideration should be given to deleting this Draft 2 language in its entirety. In response to stakeholder comments, the nonconforming section has been replaced with existing sign code language.
“	21, 22	18.79.080(A)(1), (C)(7)	Draft 2 weakens billboard regulations by reducing the side and rear setbacks for medium-sized billboards in the CI-2 and CI-3 zones from 20 feet to no setback at all... (Draft 2. The existing language (Sec. 18.79.E.2.f.2.d) increases the 20-foot front yard setback in the existing code for a smaller billboard to 30 feet for the larger billboard. The “except” in that language, however, is

# ATTACHMENT 4

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments are paraphrased in black; DSD responses in red] <sup>1</sup> - per Draft 3
			somehow construed to negate the 20-foot setback from other property lines that applies to both the small and the medium-sized billboards. This flies in the face of the rules of construction for zoning ordinance language (with the exception swallowing the whole). It also has no rational basis, as the operative effect would be that a relatively unobtrusive 75 square foot billboard would be required to be set back 20 feet from those other property lines, while a much more impactful 300 square foot billboard could have zero setback be placed right at the property line. Draft 2 also comingles setback and separation requirements, where they are in different subsections in the existing code (where separation is referred to as "location"). While these types of regulations superficially appear to be similar, as they both relate to horizontal distance measurements, the zoning bases for each type of regulation are quite different, and they should remain in separate subsections as in the existing code. The language provided reestablishes separate subsections and fixes the error on the setback distances for the medium-sized billboards. Distances between signs has been differentiated from sign setbacks. The existing language for billboards remains unchanged – only reformatting and renumbering. The proposed reduction in setback for freestanding signs does not apply to billboards; they are separate sets of development standards.
"	28	18.79.100(B)	Master sign program could allow a billboard. Although billboards are expressly disallowed as part of such programs, the relatively narrow definition of billboard could open the door for billboards masquerading as "non-billboard off-site signs". For example, key feature of definition of billboard is permits periodic replacement of advertising copy. A sign with permanent advertisement - it could be classified as a "non-billboard off-site sign", eligible for a master sign program. Not an issue with the existing code because there are <u>no</u> permanent off-site signs authorized other than a billboard (and the only temporary off-site sign is a subdivision directional sign) and there is no path like a master sign program to make such a sign possible. Draft 2 is not clear on what other off-site signs would be allowed through the master sign program. To resolve this issue exclude off-site signs that exceed 32 square feet. The idea was to allow off-site, temporary signs (like the old subdivision directional signs or event signs) under the Master Sign Program. That was the only other off-site sign type envisioned. Per stakeholder request, the revision to a maximum of 32 square feet was made.
"	14	18.79.060	Nonconforming sign section - that Draft 2 undesirably expands existing 18.79.060C. Per stakeholders' comments, the nonconforming section has been replaced with existing sign code language.
Jude Cook of Cook Signs			Overall this is great improvement.
"	8, 12	18.79.030(I)(1)(b); 18.79.040(A)(4)	Prohibited Signs - #3 "Digital Bill boards" I assume that is different than Electronic Message Boards. It seems like they are allowed somewhere else in the draft. If so, what defines the difference? The definition of Electronic Message Display Sign was revised to be clearer. And, "Digital billboard" was replaced by "Electronic message display components of a billboard" (in the prohibited section) to make more clear.
"	22	18.79.080(C)(7)	Minimum Set back should state from "property line." Per stakeholder comment, this revision has been made.
"	12, 22, 24	18.79.040(10); 18.79.080(C)(9)(d) & (E)(7)(b)	Prohibition on sound conflicts with freestanding drive through lane sign statement "sound emitted shall not be audible from any nearby residential property. Per stakeholder comment, an exception was added for drive-through lane signs under sound prohibition.

# ATTACHMENT 4

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments are paraphrased in black; DSD responses in red] <sup>1</sup> - per Draft 3
"	25	18.79.080(F)(3)	I do not understand what is being addressed? This standard limits the window sign height to the first and second floor building windows. This seemed to staff to be reasonable.
"	26	18.79.090(C)(3)	Banner sign maximum area - I think I commented on this before. 60 sq ft is too small. I get requests for considerably larger banners, so they will be installed without permits. No change proposed.
"	27	18.79.090(G)(1)	Same comment with temporary window signs. I do not see the point in controlling that. Regarding temporary window signs and locating them on the first and second floor windows. No change proposed. Same as above in that this seemed to staff to be reasonable.
"	28	18.79.100(A)(4)(b)	I would add "and logos" after letters. Wording has been changed to "sign copy" which by definition includes letters and logos.
"	28	18.79.100(A)(4)	Are we putting on more restrictions on lighting, on top of the Outdoor lighting code restrictions? If so I need an explanation of what this is and how I apply it to the signs we build. I do not want more restrictions on lighting then we already have. We need education and enforcement of the existing code. The Dark Sky Protection Option is an incentive-based option – we need to balance greater size/height with less allowable illumination. When applicant's request increases in square footage or height above the code limits these additional lighting standards apply.
"		18.79.080(C)(10)(b) & (E)(8)(b)	I disagreed with limiting EMC's to 50 percent of the sign area. If it is still a consideration I would prefer 75% of the sign area. 50-50 split is a very weak layout option. As the technology improves 100 % sign area will be common request. No change proposed.
International Sign Association James Carpentier			Mr. Carpentier provided many grammatical revisions, most of which are reflected in Draft 3 (formal ordinance). These changes have not been listed. The content changes are listed below.
	6	18.79.030(A)(1)	A reasonable time frame needs to be established for an abandoned sign, such as 6 months. No change proposed – believe it to be sufficient as written.
"	10	18.79.030(S)(2)	What is an "identification" sign area? This could be considered sign content. Sign area allotment definition needs to further clarified. This term was deleted per stakeholder comment (was residue from existing code language).
"	11	18.79.040	This does not correlate with the statement on Prohibited signs "shall not erect, alter, or relocate any sign . . ." The word "maintain" should be added to the Prohibited signs statement. As in "No person shall erect, alter, maintain or relocate any sign specified in this section, unless regulated elsewhere." We recommend to allow to relocate and/or alter an abandoned sign that complies with the time, place and manner restrictions of the code. Per stakeholder comment, the word "maintain" was added.
"	14	18.79.060	This should specifically allow for LED retrofit so as to be more energy efficient. Per stakeholders' comments, no changes are proposed to the nonconforming section (will remain the same as existing code language).
"	14	18.79.060	The term reasonable allows for too much discretion. We recommend that a specific % be stated such as to not exceed 50% of the value of the sign. The nonconforming language has reverted back to the existing sign code.

## ATTACHMENT 4

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments are paraphrased in black; DSD responses in red] <sup>1</sup> - per Draft 3
"	16	18.79.070(B)(2)	We recommend to include a specific circumference around the signs to eliminate discretion when determining the "average finished grade." No change proposed – believe it to be sufficient as written.
"	16	18.79.070(D)	We recommend that signs comply with sign curfews listed the Outdoor lighting code Chapter 15.12, as stated in Section 2. The requirement is section 3. Conflicts with the requirements in the Outdoor lighting Code. This revision was made (standard removed).
"	17	18.79.070(E)(3)	Including an LED retrofit which will require an electrical permit. No change proposed.
"	17	18.79.070(E)(6)	Suggest some remedial options and/or time frames for rectifying the omission or misstatement particularly where honest mistakes are made. No change proposed – believe it to be sufficient as written.
"	19	18.79.080(A)(4)(d)	Does this require owners of existing billboards within 300 feet of a county road constructed after January 1, 1984 (or CB-2 zones) to go back in and procure use permits for their signs? No changes are proposed to the billboard section per the court case settlement. Not clear on the question being asked.
"	22	18.79.080(C)(7)	Suggest that "from property line" be added after setback. This revision was made.
"	22	18.79.080(C)(10)(b)	We recommend to allow 75% sign area for EMCs, to allow for additional flexibility and messaging for end users. No change proposed.
"	22	18.79.080(C)(10)(c)	The fade in and out transition should be stated as a maximum of 1 second or less. Per other stakeholder comments, transition revised to 60 seconds, same as the City of Tucson.
"	12, 22, 24	18.79.040(10); 18.79.080(C)(9)(d) & (E)(7)(b)	Exception should be noted for drive through lane signs in regards to sound. This issue has been addressed by adding an exception for drive through lane signs.
"	22	18.79.080(C)(10)	We recommend that electronic message centers comply with the outdoor lighting code and not exceed 200 nits. This section conflicts with Section 2. "A sign shall comply with the standards of the Outdoor Lighting Code (Chapter 15.12)." These standards removed because EMD's are proposed only for daytime.
"	23	18.79.080(D)(1)	Near the tenant space needs to be clarified since the applicant will not know what this means since this is vague and therefore allows for too much discretion. Some practical discretion is allowed so we don't end up with variances for a 6 inch difference.
"	25, 27	18.79.080(F) & 090(G)	We do not recommend a distinction be made with a permanent and temporary window signs. Determination will not be easy on what constitutes a permanent and temporary window signs and enforcement on letter size is not practical. Comment noted; trying to maintain consistent formatting, not a content difference.
	26	18.79.090(C)(3)	Since we routinely get requests for larger banners we recommend that the maximum area be increased to 100 sq. ft. No change proposed. The existing limit has not been much of an issue.



# ATTACHMENT 4

Commenter	<sup>1</sup> Page #	Section	Comments & responses [Stakeholder comments are paraphrased in black; DSD responses in red] <sup>1</sup> - per Draft 3
"	27	18.79.100(A)	We are in support of performance standards of this nature with bonuses in sign area and height as an incentive. Also we strongly recommend that this code only refer to the Outdoor Lighting Code for illumination requirements rather than alter these standards. More education and understanding of the existing outdoor code is needed. <b>The Dark Sky Protection Option is an incentive-based option – we need to balance greater size/height with less allowable illumination.</b>
"	28	18.79.100(A)(4)(b)	We recommend to add <u>and logos</u> after letters. <b>This revision was made – using the term "sign copy" which by definition includes letters and logos.</b>
"	31	18.79.100(B)(5)	This should be clarified and state <u>Pima County</u> Department of Transportation. <b>This revision was made.</b>
J. Barentine International Dark-Sky Association	8	18.79.030(I)	There is a definition in §28-7901(3) that is useful: <i>"Electronic outdoor advertising' means signs, displays and devices with sign faces that are comprised of matrices of light or light-emitting devices that are static or capable of changing messages electronically by remote or automatic means."</i> <b>In response to stakeholder comment, the definition has been replaced.</b> In follow up to the idea about tying the standard in the county sign code to state law, here are the relevant provisions of the state statute. <b>He also provided references to state statutes regarding electronic signs.</b>
Arizona Astronomy Consortium	22, 24	18.79.080(C)(10), (E)(8)	The Arizona Astronomy Consortium met on Wednesday, Sept 23rd, and considered your preferred option of permitting on-site Electronic Message Displays, but limiting their operations to daytime hours. We do not agree with or endorse that option, for reasons of precedent setting, lack of practical enforceability, and inconsistency with State statute prohibiting the same technology for off-site locations. To answer the question you asked about your option: a simple prescription would be best of turning off no later than 6:00 PM and turning on no earlier than 6:00 AM, throughout the year. <b>Staff is motivated to find a solution to this sign type.</b>

## DISTRIBUTION LIST FOR SIGN TEXT AMENDMENT<sup>9.29.20</sup>

- |   |   |
|---|---|
| <p><input type="checkbox"/> Fluoresco Services, LLC Attn: Mark Jones<br/><a href="mailto:mjones@fluoresco.com">mjones@fluoresco.com</a></p> <p><input type="checkbox"/> Addisigns, Inc. Attn: Michael Addis<br/><a href="mailto:Mike@addisigns.com">Mike@addisigns.com</a></p> <p><input type="checkbox"/> Southern Arizona Homebuilders Association (SAHBA)<br/>Attn: David Godlewski &amp; Shawn Cote<br/><a href="mailto:david@sahba.org">david@sahba.org</a> / <a href="mailto:shawn@sahba.org">shawn@sahba.org</a></p> <p><input type="checkbox"/> Ben Buehler-Garcia, Principal<br/><a href="mailto:bbg@theriver.com">bbg@theriver.com</a></p> <p><input type="checkbox"/> Tucson Association of Realtors<br/>Attn: Steve Huffman<br/><a href="mailto:steve@tucsonrealtors.org">steve@tucsonrealtors.org</a></p> <p><input type="checkbox"/> Tucson Metropolitan Chamber of Commerce<br/>Attn: Amber Smith<br/><a href="mailto:amber@tucsonchamber.org">amber@tucsonchamber.org</a></p> <p><input type="checkbox"/> Sun Corridor Inc. 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Calle de Jardin<br/>Tucson, AZ 85711<br/><a href="mailto:mmayer1@mindspring.com">mmayer1@mindspring.com</a></p> <p><input type="checkbox"/> Roger Carpenter<br/><a href="mailto:rogercarpenter6@icloud.com">rogercarpenter6@icloud.com</a></p> <p>.....</p> | <p>Dark Skies<br/><b>Astronomy</b> Planetary and Space Sciences in Arizona<br/>(APSS - a consortium of professional research organizations that rely on Arizona dark skies):</p> <p><input type="checkbox"/> Don Davis – Planetary Science Institute – Dark Sky Partners, LLC<br/><a href="mailto:drd@psi.edu">drd@psi.edu</a></p> <p><input type="checkbox"/> Buell Jannuzi – Director, Steward Observatory – U/AZ<br/><a href="mailto:buelljannuzi@email.arizona.edu">buelljannuzi@email.arizona.edu</a></p> <p><input type="checkbox"/> G. Grant Williams – Director, MMT Observatory<br/><a href="mailto:gwilli@mmto.org">gwilli@mmto.org</a></p> <p><input type="checkbox"/> Richard Green – Asst. 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PC DEPARTMENTS/OFFICES\* send same time as  
LL

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ADOT, Saguaro National Park, Tribal Nations,  
Game & Fish, other jurisdictions???

## Attachment 1

["sf" = square feet, "ft" = linear feet]

Jurisdiction	Freestanding sign - maximum area	Wall sign - maximum area	Banner sign – maximum area
PC <sub>current</sub>	ML, SR, SR-2, SH, CR-1, CR-2, CR-3, CR-4, CR-5, CMH-1 & CMH-2 zones: 32 sf TH, TR, RVC, Resort: 40 sf CB-1, CB-2, CPI: <300 ft street frontage: 50 sf 300-549 ft: 64 sf >549 ft: 90 sf CI-1, CI-2 and CI-3: <300 ft street frontage: 50 sf 300-549 ft: 64 sf >549 ft: 100 sf	ML, SR, SR-2, SH, CR-1 to CR-5 & CMH-1: 30 sf Hospital: 100 sf TH, TR, RVC & Resort: 30 sf or 1 sf/lineal foot building frontage, whichever greater but not > 80 sf CB-1, CB-2 & CPI: 30 sf or 1.5 sf/lineal foot building frontage whichever is greater but not > 150 sf CI-1-3: 30 sf or 2 sf/ lineal foot of building frontage whichever greater but not > 200 sf If business has no separate freestanding id sign: total area for 2 building walls may be increased by 10%/wall but not > max allowable per zone A 3 <sup>rd</sup> & 4 <sup>th</sup> building wall may each contain main wall id sign not > 30 sf	60 sf
PC <sub>proposed</sub>	Sgl-family, residential area: 6 sf 1 sign per site: 81 sf 2 or more per site: 64 sf each Hospital: 100 sf Limited access, high volume arterial roadways or roads w/speeds > 50 mph w/exception of interstates: 100 sf per access point Interstate style: 150 sf 25% increase option w/Dark Sky restrictions	Residential: 6 sf Sgl tenant non-resid.: 30 sf or 1.5 sf for each linear foot of building frontage for 2 building frontages plus .5 sf per lineal foot of bldg. frontage for a 3 <sup>rd</sup> building frontage whichever is greater up to a max of 200 ft for building frontages less than or equal to 500 ft For building frontage great than 500 feet no more than 300 sf on 2 frontages; 150 sf is permitted on a 3 <sup>rd</sup> bldg. frontage Multi-tenant: 30 sq or 1.5 sf for each linear foot of building frontage up to 200 sf per tenant for a max of 2 building frontages. Exception: If not on tenant space: 30 sf	60 sf
COT	Residential & rural zones w/ residential uses & non-residential uses on local streets: 20 sf Non-residential uses on arterial or collector streets: 100 sf MF zones w/residential uses & non-residential uses on local streets: 50 sf Non-residential uses on arterial or collector streets: 100 sf Office next to residential: 20 sf Other office & commercial zones: 3 ft per street frontage foot (4 ft if within 250' of a freeway) Industrial zones: 4 ft per street frontage foot	Not allowed in residential except for home occupation  General business: No more than 30% of the area of each wall A wall sign within 250' of a freeway: no more than 40% of area of each wall  Industrial: no more than 40% of area of each wall  25% additional area of each wall over & above allowable sign area may be utilized if no other sign types are used or if nonconforming signs are voluntarily removed	90 sf  (allowed in commercial and industrial only)
Marana	Residential: 6 sf Single tenant sign premises: 40 sf 2 or more tenants: not > 80 sf 25% increase allowed for "Exceptional Design" Premises with 2 or more tenants can have an increase in area & height for 1 freestanding sign if > 500 ft street frontage up to 150 sf & subject to "Exceptional Design" requirements	Sf residential: 3 sf Mf residential: 3 sf Mf residential with 12 or more units: 32 sf Non-residential: 1.5 sf per linear foot building or tenant frontage up to 200 sf	40 sf

## **Oracle Rd Gas Station – Catalina**

### Current Permitted Signage

#### Freestanding Identification Sign

- One Sign Per Street Frontage
  - Sign is permitted to be 64 square feet.
  - Maximum height permitted is 14 feet.
  - Front and Side setback of 18 feet.
  - If the height was reduced to 10 feet, a 10 foot front setback would be allowed.
  - Side yard setback is 30 feet.

#### Main Wall Identification Sign

- Building or Tenant Frontage
  - Each tenant is permitted 1.5 square feet of signage for each foot of building footage up to a maximum of 150 per tenant. This is permitted on two sides.
  - The current adopted sign code provides secondary limits on the number of signs as incidental and accessory. These signs are types of content regulation.

### Signage Permitted with Current Proposed Changes

#### Freestanding

- One Sign
  - Sign is permitted to be 81 square feet.
  - Maximum height permitted is 10 feet.
  - Front of zero feet.
  - Side yard setback of 10 feet.

#### Wall Signage

- Building or Tenant Frontage
  - Tenant is permitted 1.5 square feet of signage for each foot of building footage up to a maximum of 200 square feet per tenant. This is permitted on two sides.
  - If a tenant has a third tenant space wall, .5 square feet of signage for each foot of building frontage up to a maximum of 200 square feet per tenant.
  - Each tenant space wall is restricted to no more than 5 signs.



P17SC00008 Rev3

Approved 05/24/2019

APN: 222-21-005A  
OWNER: STATE OF ARIZONA

N07°16'39"W 330.60'

40.0' LANDSCAPE BUFFER

PROPOSED RETENTION BASIN (PRIVATE)

SINGLE STORY BUILDING  
FF=3114.60

ELECTRIC TRANSFORMER

100' ELECTRICAL EASEMENT

S89°12'40"W 321.10'

APN: 222-21-0319 OWNER: ASHER PROPERTIES

N89°11'21"E 272.07'

EXISTING FIRE FRONT 50' FROM BUILDING

24" CMP SD (INV=3112.69)  
4" RCS SS TOP = 3106.33  
SEPARATION=4.37'  
CONTRACTOR TO AVOID CONFLICTS WITH PROPOSED SD AND EXISTING UTILITIES WHEN INSTALLING 1" BR SERV

10' RIGHT OF WAY  
DXT: 307 PG 534

TBM - 101  
3112.35

## **Orange Grove and Mona Lisa – Southwest Corner**

### Current Permitted Signage

#### Freestanding Identification Sign

- One Sign Per Street Frontage
  - Sign is permitted to be 32 square feet.
  - Maximum height permitted is 6 feet.
  - Front and Side setback of 10 feet.

#### Main Wall Identification Sign

- Building or Tenant Frontage
  - 30 square feet is permitted on two sides.

### Signage Permitted with Current Proposed Changes

#### Freestanding

- One Sign Per Street Frontage
  - Sign is permitted to be 32 square feet.
  - Maximum height permitted is 6 feet.
  - Front setback of zero feet.
  - Side setback of 10 feet.

#### Wall Signage

- Building or Tenant Frontage
  - 30 square feet is permitted on two sides.





## **Oracle and Orange Grove – Northeast Corner (Bank at Corner is not Included)**

### Current Permitted Signage

#### Freestanding Identification Sign

- Development Complex Option
  - One sign per access point
  - 5 access points
  - Each sign is permitted to be 50 square feet.
  - Maximum height permitted is 8 feet.
  - Front and Side setback of 10 feet.
- Alternative is One Sign Per Street Frontage
  - Based on street frontage, one sign could be permitted
  - Each sign is permitted to be 100 square feet.
  - Maximum height permitted is 18 feet.
  - Front setback of 24 feet.

#### Main Wall Identification Sign

- Building or Tenant Frontage
  - Each tenant is permitted 1.5 square feet of signage for each foot of building footage up to a maximum of 150 per tenant. (In this shopping center, there appears to be no more than 3 tenants who would hit the maximum cap of 150 square feet. All others would remain below 150 cap and would be restricted to no more than 1.5 square feet for each foot of tenant frontage) This is permitted on two sides of each tenant.
  - The current adopted sign code provides secondary limits on the number of signs as incidental and accessory. These signs are types of content regulation.

### Signage Permitted with Current Proposed Changes

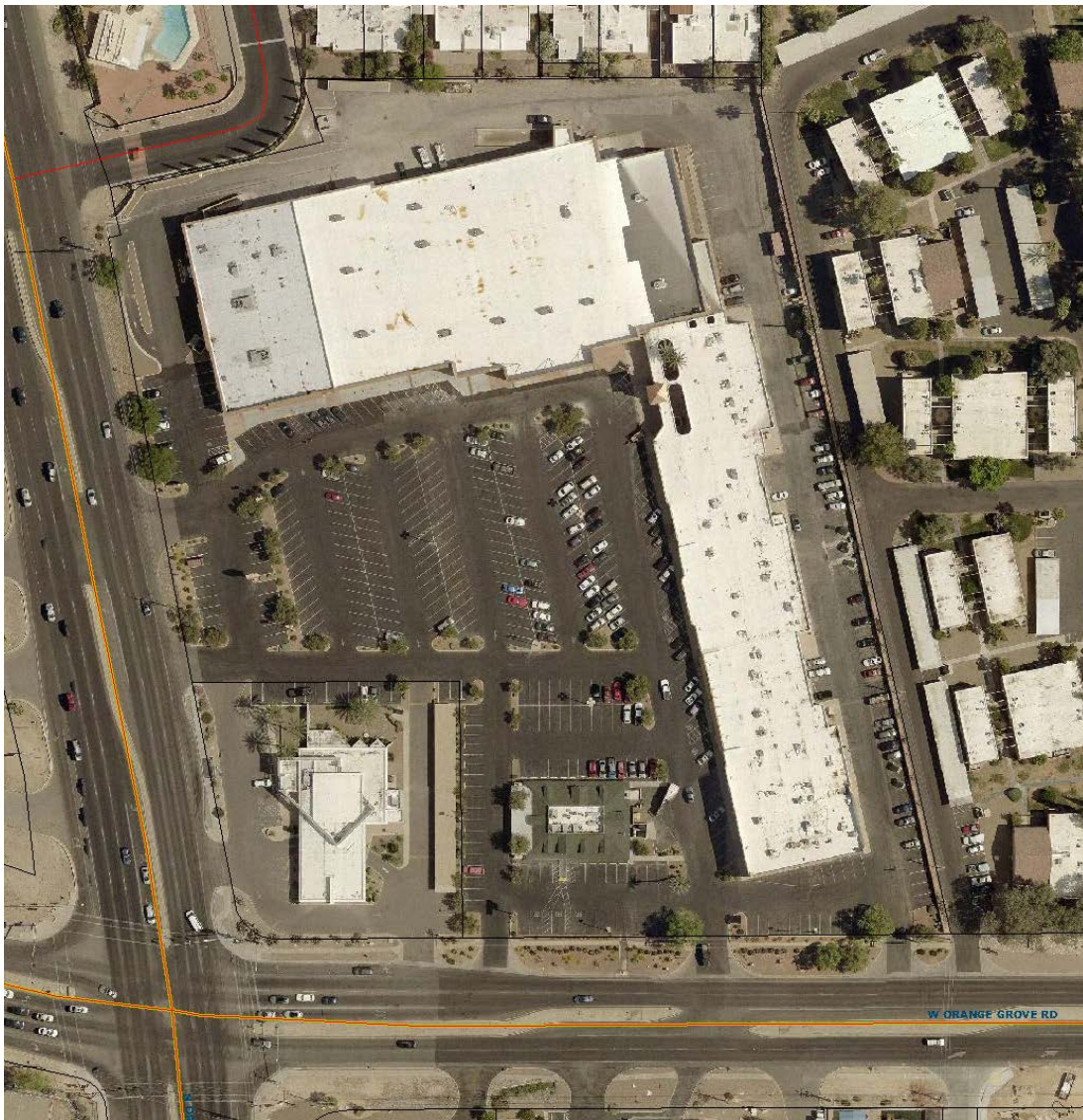
#### Freestanding

- One Sign Per Access Point
  - Each sign is permitted to be 64 square feet.
  - Maximum height permitted is 10 feet.
  - Front setback is zero feet. (Signs on Orange Grove frontage would be approximately 25-40 feet from edge of pavement. Signs on Oracle frontage would be approximately 15 feet from edge of pavement)
  - Side yard setback of 10 feet.

#### Wall Signage

- Building or Tenant Frontage

- Each tenant is permitted 1.5 square feet of signage for each foot of building footage up to a maximum of 200 square feet per tenant. This is permitted on two sides.
- If a tenant has a third tenant space wall, .5 square feet of signage for each foot of building frontage up to a maximum of 200 square feet per tenant.
- Each tenant space wall is restricted to no more than 5 signs.
- A sign can be moved to another location on the building that is not the tenant space wall. In these cases the permitted square footage is reduced to 30 square feet.



## **Swan and Sunrise – Southeast Corner**

### Current Permitted Signage

#### Freestanding Identification Sign

- Development Complex Option
  - One sign per access point
  - 5 access points
  - Each sign is permitted to be 50 square feet.
  - Maximum height permitted is 8 feet.
  - Front and Side setback of 10 feet.
- Alternative is One Sign Per Street Frontage
  - Based on street frontage, one sign could be permitted
  - Each sign is permitted to be 100 square feet.
  - Maximum height permitted is 18 feet.
  - Front setback of 24 feet.

#### Main Wall Identification Sign

- Building or Tenant Frontage
  - Each tenant is permitted 1.5 square feet of signage for each foot of building footage up to a maximum of 150 per tenant. (In this shopping center, there appears to be no more than 2 tenants who would hit the maximum cap of 150 square feet. All others would remain below 150 cap) This is permitted on two sides.
  - The current adopted sign code provides secondary limits on the number of signs as incidental and accessory. These signs are types of content regulation.

### Signage Permitted with Current Proposed Changes

#### Freestanding

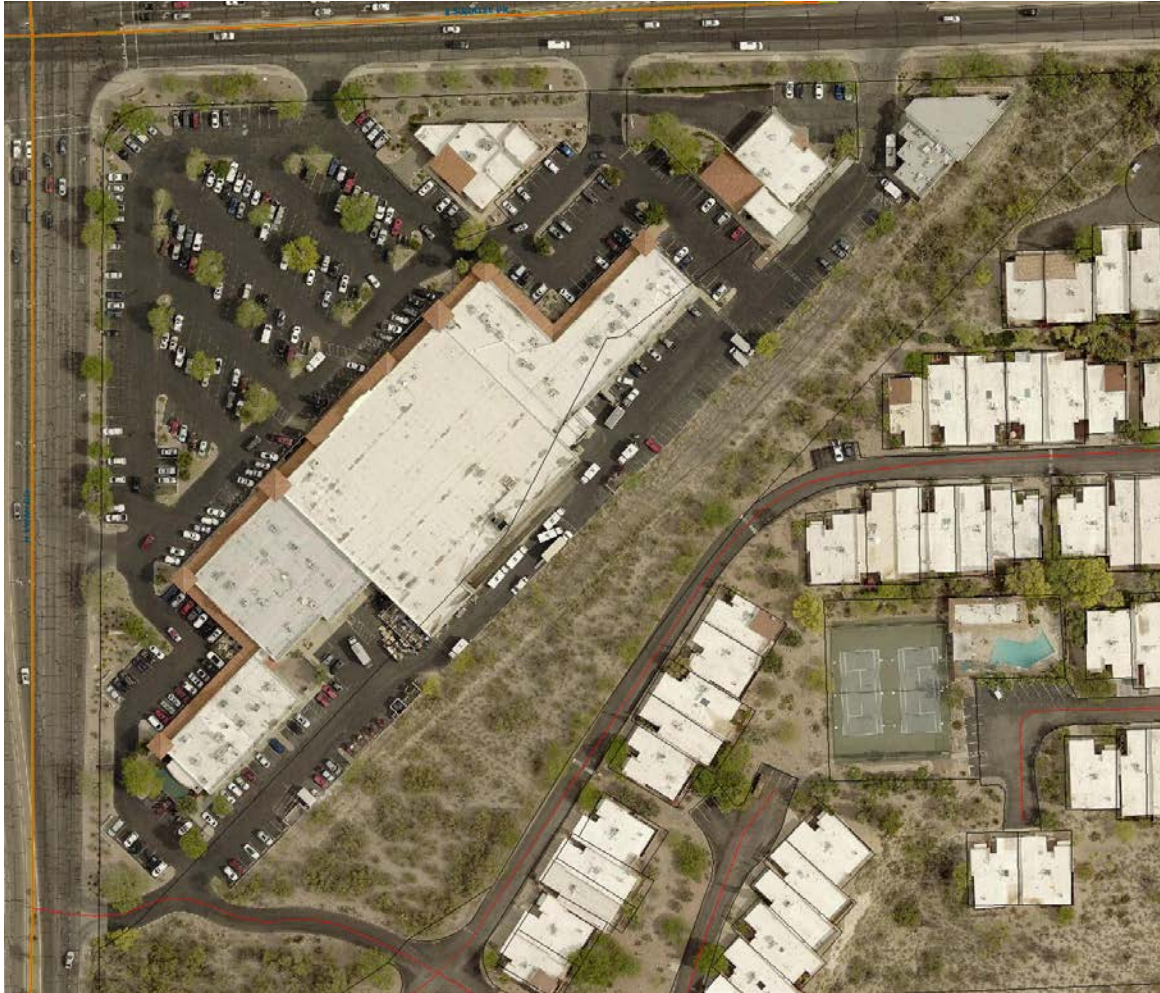
- One Sign Per Access Point
  - Each sign is permitted to be 64 square feet.
  - Maximum height permitted is 10 feet.
  - Front setback is zero feet. (Signs on Sunrise frontage would be approximately 30 feet from edge of pavement. Signs on Swan frontage would be 12-15 feet from edge of pavement)
  - Side yard setback of 10 feet.

#### Wall Signage

- Building or Tenant Frontage
  - Each tenant is permitted 1.5 square feet of signage for each foot of building footage up to a maximum of 200 square feet per tenant. This is permitted on two sides.



- If a tenant has a third tenant space wall, .5 square feet of signage for each foot of building frontage up to a maximum of 200 square feet per tenant.
- Each tenant space wall is restricted to no more than 5 signs.
- A sign can be moved to another location on the building that is not the tenant space wall. In these cases the permitted square footage is reduced to 30 square feet.



## **Valencia and Cardinal – Northeast Corner – Autoparts Store**

### Current Permitted Signage

#### Freestanding Identification Sign

- One Sign Per Street Frontage
  - Sign on Valencia street frontage is limited to 50 square feet. Sign on Cardinal street frontage is limited to 64 square feet.
  - Maximum height permitted on the Valencia street frontage is 10 feet. Maximum height of Cardinal street frontage is 14 feet.
  - Setback of sign on the Valencia frontage is 10 feet. Setback on the Cardinal street frontage is 18 feet. On the Cardinal frontage the sign is no more than 10 feet high, a 10 foot setback is allowed.

#### Main Wall Identification Sign

- Building or Tenant Frontage
  - Each tenant is permitted 1.5 square feet of signage for each foot of building footage up to a maximum of 150. This is permitted on two sides.
  - The current adopted sign code provides secondary limits on the number of signs as incidental and accessory. These signs are types of content regulation.

### Signage Permitted with Current Proposed Changes

#### Freestanding

- One Sign Per Access Point
  - Each sign is permitted to be 64 square feet.
  - Maximum height permitted is 10 feet.
  - Front setback is zero feet. (Sign on Valencia frontage would be approximately 45 feet from edge of pavement. Sign on Cardinal frontage would be approximately 40 feet from edge of pavement)
  - Side yard setback of 10 feet.

#### Wall Signage

- Building or Tenant Frontage
  - Tenant is permitted 1.5 square feet of signage for each foot of building footage up to a maximum of 200 square feet per tenant. This is permitted on two sides.
  - If a tenant has a third tenant space wall, .5 square feet of signage for each foot of building frontage up to a maximum of 200 square feet per tenant.
  - Each tenant space wall is restricted to no more than 5 signs.





## Written Comments Received Prior to October 13, 2020