



AGENDA MATERIAL

DATE 11-17-20 ITEM NO. RA 15

November 13, 2020

Pima County Board of Supervisors
c/o Clerk of the Board
130 W Congress St.
Tucson, Arizona 85701

Re: Board of Supervisors Public Hearing, November 17, 2020, Agenda Item #15, New Sign Standards.

Honorable Chair Valdez and members of the board,

The *Mayahuel Prevention Consortium* (MPC), a coalition of Amistades, Inc., is writing to oppose the Sign Standards Ordinance before you, as it would complicate our alcohol prevention efforts in the community that we have strived to achieve. We fully support Scenic Arizona, the observatories, and the other organized groups involved in the opposition to the new sign standards.

Amistades, Inc. is a Latino-led, Latino serving community development organization with six focus areas, including substance abuse prevention services for high risk youth and families. Many of our projects are specifically oriented to youth making the right decisions about alcohol and tobacco consumption in the face of peer pressures and a multitude of advertising messages. To that end, the *Mayahuel Prevention Consortium* was created to monitor retail alcohol and tobacco outlets to assure that signs being displayed are in compliance with code regulations. The MPC conducts monthly environmental scans at approximately 200 locations within zip codes 85705 and 85706 that possess active liquor licenses. The project to date has had a very high rate of success in bringing merchants into compliance and thus greatly reducing the negative messages that youth are exposed to.

Research has shown that alcohol advertising, in any form, increases the use of alcohol among youth. It is the goal of the Mayahuel Prevention Consortium to reduce alcohol and drug use among minors as well as adults in the community. This ordinance, if passed, will indeed increase alcohol use by minors, as liquor stores will no doubt take advantage of the relaxed updates to the new sign standards.

The proposed ordinance, while scaled back somewhat from the earlier draft, would still allow increased allowances for various types of temporary signage that often carry alcohol and other negative advertising. This would include relaxed rules on banners and A-Frames specifically, compared to the existing code. If this ordinance is approved in its current form, it would provide merchants little incentive to not go back to their old ways with lax rules in place that their competitors down the street are taking advantage of.

Please vote against this ordinance, so that our efforts to protect the youth of our community can continue to have the successes that we have had to date.

Sincerely,


Joseph M. Gill, M.A.
Project Director

www.amistadesinc.org / Ofc: 520.882.8777 / Fax: 520.882.8886 / 5501 N. Oracle Road, Suite 125, Tucson, Arizona 85704

Amistades is a Latino non-profit community development organization committed to providing culturally responsive services, advocacy for social justice, and community empowerment.

NOV 13 2020 04:59 PM CCKC-HD

M

From: William K. Hartmann [REDACTED]
Sent: Sunday, November 15, 2020 10:34 AM
To: District1; DIST2; District3; District4; District5; COB_mail
Subject: RE: Board of Supervisors Public Hearing, November 17, 2020, Agenda Item #15, New Sign Standards.

This message and sender come from outside Pima County. If you did not expect this message, proceed with caution. Verify the sender's identity before performing any action, such as clicking on a link or opening an attachment.

Honorable Chair Valadez and Members of the Board:

Please oppose the New Sign Standards.

To allow more or larger signs in Pima County does not benefit the public, and actually endangers the public, since signs are deliberately designed to distract the attention of drivers from the road to the advertisement. Nor does it benefit any individual merchants, because if one puts up a bigger (more expensive) board, others can do so, too. The new standards would benefit only a few billboard companies and hurts everyone else in Pima Co.

William K. Hartmann
Senior Scientist Emeritus
Planetary Science Institute
Tucson

NOV 16 2020 09:47 PM CCK:ED
MM

From: [REDACTED]
Sent: Sunday, November 15, 2020 1:27 PM
To: District1; DIST2; District3; District4; District5
Cc: COB_mail
Subject: Letter to BOS from Alison Hughes Re: Sign Ordinance and Marijuana Legalization

This message and sender come from outside Pima County. If you did not expect this message, proceed with caution. Verify the sender's identity before performing any action, such as clicking on a link or opening an attachment.

Alison Hughes
2223 E. Edison Street
Tucson, AZ 85719
November 15, 2020

Pima County Board of Supervisors
c/o Clerk of the Board
130 W. Congress Street, 6th Floor
Tucson, AZ 85701

NOV 15 2020 04:47 PM CCLF-H

Dear BOS Chair Valadez and Members of the Board,

I am writing to express my opposition to the sign code ordinance modifications currently proposed by County staff and the Board of Supervisors.

Our community is overloaded with signs, billboards, A-frames, both lit and unlit. I am concerned not just with advertising that often carry alcohol sales, but its future impact on youth given the State's recent passage of Proposition 207 allowing the legalization of marijuana.

I ask that you return to the drawing board, and in collaboration with community organizations, re-examine modifications to the County sign ordinance in the light of shifting societal substance use preferences. A special County task force comprised of environmental groups, youth, agencies serving aging populations, health care

representatives, and other appropriate folks to advise on sign code policy is important at this juncture.

Sincerely,

Alison Hughes

From: Barb Fleming <[REDACTED]>
Sent: Sunday, November 15, 2020 3:35 PM
To: District5; District1; DIST2; District3; District4; COB_mail; Mark Mayer; Donna Snyder; Gary Kordosky; Denise Garland; Keith Bagwell; Janel Boston
Subject: Board of Supervisors Public Hearing, November 17, 2020, Agenda Item #15, New Sign Standards.

This message and sender come from outside Pima County. If you did not expect this message, proceed with caution. Verify the sender's identity before performing any action, such as clicking on a link or opening an attachment.

Dear Supervisor Villegas and other Honorable Pima County Supervisors:

I have written earlier in opposition to the Planning and Zoning Commission regarding the New Sign Standards issues before you, and I repeat my opposition here.

Those of us who live in suburban ranch, semi-rural areas of Pima County as I do are getting mighty weary of having to battle the near-constant attempts by the sign industry to eat away at the current County ordinances against too-numerous signs, oversized signage, overly brightly-lighted signage, and excessively distracting signage. None of the commercial signage proposed belongs in these or any other residential zone. Most especially that type of signage has no place in an area zoned as a Dark Skies Overlay, such as the Gates Pass Area and others.

The Gates Pass Area neighbors have opposed sign variances repeatedly.
The residents don't want the current ordinances to change; they are sufficient as they stand.

But the sign industry keeps bringing it up...and they will never be satisfied. If they get concessions now, very soon they'll want more-- more and more signs, even bigger signs, ever brighter signs, and signs so distracting they're not safe near a road. All the sign industry cares about is selling more signs, and couldn't possibly be concerned about the well-being of the residents who live here. Just because the industry comes up with new ways to distract our driving, disturb our neighborhoods, disrupt our night vision, drive off the nocturnal wildlife, destroy the scenic values of the County, and diminish our quality of life doesn't mean our elected officials have to let them. Our right to the peaceful enjoyment of our neighborhoods should mean much more than the sign industry's desire to sell the latest sign gadgets.

I hope you will vote NO on Agenda item 15 on Tuesday Nov 17 and send this flawed proposal back to staff to start from square one: a new draft that includes the input from Dark Skies, the observatories, the optics industry, The Sierra Club, and Scenic Arizona followed by a public hearing with sufficient time for a thorough public review of the changes proposed. Thank you for your time.

Sincerely,
Barbara Fleming
Past President, Gates Pass Area Neighborhood Assoc. 2012-17
846 N Camino de Oeste, Tucson AZ 85745

NOV 17 2020 4:51 PM
Mm

From: Colette Altaffer [REDACTED] >
Sent: Sunday, November 15, 2020 6:16 PM
To: District1; DIST2; District3; District4; District5; COB_mail
Subject: RE: Board of Supervisors Public Hearing, November 17, 2020, Agenda Item #15, New Sign Standards

This message and sender come from outside Pima County. If you did not expect this message, proceed with caution. Verify the sender's identity before performing any action, such as clicking on a link or opening an attachment.

Honorable Chair Valadez and Members of the Board:

When was the last time you took a vacation to see a bunch of signs? Yea – I didn't think so. Whenever a community suffers some type of disaster and the economy takes a hit, the captains of industry eagerly push for deregulation. It is called Disaster Capitalism, but it leaves a disaster in its wake.

The one thing we have that Phoenix does not is our scenic environment. As COVID continues to change our world in ways we do not yet realize, tourism may be increasingly vital to our recovery. Please do not allow greed and fear mongering to destroy that by cluttering our roadways and threatening our dark skys.

Vote **NO** on the new sign standards that staff is promoting. Our community deserves better than this pandering to the sign industry.

Thank you.

Colette Altaffer

NOV 15 3:04 PM '20
M11



INTERNATIONAL SIGN ASSOCIATION

1001 N. Fairfax Street
Suite 301
Alexandria, VA 22314
main (703) 836-4012
fax (703) 836-8353
info@signs.org

WWW.SIGNS.ORG

November 15, 2020

Sent via email

Re: P19TA00001 NEW SIGN STANDARDS, UPDATED ADDRESSING STANDARDS, AND A NEW DESIGN REVIEW COMMITTEE ROLE CONCERNING SIGNS

Honorable Pima County Board of Supervisors:

I am contacting you on behalf of the Arizona Sign Association and the International Sign Association. Both Associations work with jurisdictions to assist in the creation of beneficial and enforceable sign regulations.

We would like to commend the staff for the many hours and meetings that has been needed for this code update. The sign code update has been necessary due to changing technologies and the 2015 US Supreme Court case Reed v. the Town of Gilbert.

We are in support of the proposed draft as recommended by staff and the Planning and Zoning Commission and therefore respectfully request that you approve this sign code update. We also request that the Board consider allowing electronic message centers with reasonable standards in the future. Electronic message centers offer a number of advantages for the business community and other users including:

- Flexibility in messaging as to the services or products offered. During these times businesses and other users need to provide additional information to the community such as any changes in delivery of services, hours and other COVID related information.
- Electronic message centers can be regulated in such a manner so as to have no more illumination than a typical static sign and in many cases even less illumination than a typical static sign.
- This technology can provide emergency messaging such as Amber Alerts and other disaster or emergency notifications.
- Electronic message centers can provide PSAs, public service announcements.
- Due to the flexibility in messaging electronic message centers can provide additional revenue and therefore help support the Pima County tax base, as indicated in the attached study, The Economic Value of Signs, page 39.

We appreciate your consideration of our recommendations.

Sincerely,

James B. Carpentier, AICP
Director State & Local Government Affairs

NOV 16 2020 09:45 PC CLK OF ED
JAN

From: Joe Dark Skies <[REDACTED]>
Sent: Sunday, November 15, 2020 8:54 PM
To: District1; DIST2; District3; District4; District5
Cc: COB_mail
Subject: Board of Supervisors Public Hearing, November 17, 2020, Agenda Item #15, New Sign Standards.

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November 15, 2020

Pima County Board of Supervisors
c/o Clerk of the Board
130 West Congress Street, Sixth Floor
Tucson, Arizona
85701
electronic mail

Via

RE: Pima County Board of Supervisors Meeting, November 17, 2020, Agenda Item # 15, New Sign Standards

Honorable Chair Valadez & Members of the Board:

The Southern Arizona Chapter of the International Dark-Sky Association opposes the draft ordinance regarding sign standards, and urges that this item be given further review and discussion with more community input. It is imperative that the public and interest groups get more information on all the potential impacts, including the possibility of increased light pollution. I am not aware of any reason to rush to a decision on such an important issue without a better understanding of potential long-term consequences.

Our local chapter performs a lot of community outreach, especially to students, emphasizing the role they can play in reducing light pollution. There is a very harmful effect on our wildlife and human health, not to mention the obvious -- astronomy. I don't see how I could explain to students these proposed changes, when they clearly expect leaders to be more sensitive to regulations regarding our environment.

In these difficult economic times, we also ask that the Board consider the significant financial benefit of astronomy-related activities to Pima County. Any action which makes Southern Arizona less desirable for astronomy could potentially weaken one of the core components of our local economy.

Thank You for Your Consideration,

Joe Frannea
Leader, Southern Arizona Chapter, International Dark-Sky Association
8002 N. Sendero de Juana
Tucson, Arizona 85718
Email: [REDACTED]

NOV 16 2020 08:45 PCD KCF-HJ

M

RE: Board of Supervisors Public Hearing, November 17, 2020, Agenda Item #15, New Sign Standards.

11/16/20

Pima County Board of Supervisors
c/o Clerk of the Board
130 W. Congress St., 6th Floor
Tucson AZ 85701

Honorable Chair Valadez and Members of the Board:

We are in opposition to anything that increases the potential for more light pollution.

The current proposal to change the number of and size of signs to be less restrictive is not in keeping with the necessity of having dark skies for world class observatories. Please send this back to staff with instructions that the codes continue to require smaller, lower, and fewer signs so that when people finally are able to return to normal activities they don't suddenly find the streets have become ugly with more and bigger signs.

This new version has not been vetted properly as yet by either citizens or yourselves and should not be passed until any problems with it are removed.

Please continue to be a world leading conservation county and do not pass these new sign standards.

Beryl Baker
Neighborhood and environmental activist

NRV1620M0846PC01K01-PD

mm

JULIA KEEN NEIGHBORHOOD ASSOCIATION

Email: [REDACTED]

November 15, 2020

Supervisor Ramón Valadez
130 W. Congress St., 11th Floor
Tucson AZ 85701

RE: Board of Supervisors Meeting on November 17, 2020, #15 on Sign Standards

Dear Supervisor Valadez:

The Julia Keen Neighborhood Association wanted to let you know that we remain opposed to the code changes that would allow for more and larger signs. From what we understand, electronic signs would no longer be part of these changes, which is a step in the right direction. However, since more and larger signs would be still allowed, we cannot support this (please see our letter to the Planning & Zoning Commission from October 23 below that talks more about how our neighborhood residents would be affected).

Sincerely



Co-Chair
3679 E 33rd St
Tucson AZ 85713

cc: Clerk of Board
JKNA Board

NOV 16 2020 09:46 PM C1 KCL:ED

JULIA KEEN NEIGHBORHOOD ASSOCIATION

Email: [REDACTED]

Pima County Planning & Zoning Commission
201 N. Stone Ave., 1st Floor
Tucson AZ 85701

RE: Pima County Planning & Zoning Commission Meeting on October 28, 2020;
For #6 on the Agenda, Sign Standards

To Members of the Pima County Planning & Zoning Commission:

The Julia Keen Neighborhood Association (JKNA) wishes to bring to your attention our opposition to the Sign Standards ordinance you are considering. We would urge you to vote "no" on this ordinance and properly inform the Board of Supervisors of your views.

JKNA lies mostly within the City of Tucson with Alvernon, 22nd Street, Country Club, and the Barraza Parkway forming our boundaries. The southernmost area of our neighborhood lies within an industrial area in unincorporated Pima County. Despite being affected by this issue, we were not informed by the County on this proposal (or never much of anything else).

Tremendous progress has been made over the past few decades or so as to the removal of billboards along Alvernon and Palo Verde (which Alvernon turns into), all the way from 22nd Street to south of Ajo Way. Our residents routinely travel this route, which is about half in the City and half in the County, as it is the only pathway to go south over the railroad tracks. Having seen the improvement with some ¾ of the billboards gone, we do not now need to see more and larger business signs popping up in their place and certainly do not want to travel through gauntlets of electronic signs.

Please do your duty, listen to the citizens, and reject this ordinance. The ordinance seems to have been written to only benefit those that have a financial stake in the manufacture and sale of more and larger signs and the small minority of businesses that seem to have an unhealthy need to stand out above the crowd at everybody else's expense.

Sincerely



Co-Chair
3679 E 33rd St
Tucson AZ 85713

cc: Supervisor Ramón Valadez
JKNA Board

NOV 16 2020 08:46 POC/KU-RO



INTERNATIONAL SIGN ASSOCIATION

1001 N. Fairfax Street
Suite 301
Alexandria, VA 22314
main (703) 836-4012
fax (703) 836-8353
info@signs.org

WWW.SIGNS.ORG

November 15, 2020

Sent via email

Re: P19TA00001 NEW SIGN STANDARDS, UPDATED ADDRESSING STANDARDS, AND A NEW DESIGN REVIEW COMMITTEE ROLE CONCERNING SIGNS

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We are in support of the proposed draft as recommended by staff and the Planning and Zoning Commission and therefore respectfully request that you approve this sign code update. We also request that the Board consider allowing electronic message centers with reasonable standards in the future. Electronic message centers offer a number of advantages for the business community and other users including:

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- Due to the flexibility in messaging electronic message centers can provide additional revenue and therefore help support the Pima County tax base, as indicated in the attached study, The Economic Value of Signs, page 39.

We appreciate your consideration of our recommendations.

Sincerely,

James B. Carpentier, AICP
Director State & Local Government Affairs

NOV 16 2020 09:45 PC CLK HP
MCM

From: Paul Huddy [REDACTED] >
Sent: Monday, November 16, 2020 7:36 AM
To: District1; DIST2; District3; District4; District5
Cc: COB_mail
Subject: For Board of Supervisors Public Hearing, November 17

This message and sender come from outside Pima County. If you did not expect this message, proceed with caution. Verify the sender's identity before performing any action, such as clicking on a link or opening an attachment.

RE: Board of Supervisors Public Hearing, November 17, 2020, Agenda Item #15, New Sign Standards

Honorable Chair Valadez and Members of the Board:

Having grown up in Tucson, lived here for many years, and served on a number of County and City Boards and Commissions, I am very aware of the history of this issue.

Do you remember the designation that Life magazine gave to our fair community years ago, with infamous photo of the sign-ridden viewscape down Speedway Blvd: The Ugliest City in America.

That perfectly sums up what most of your constituents feel about signs and billboards. As a community, we have been trying to get rid of this blight for decades. If you truly represent us, you will toss the proposal before you out the door, as well the as the horses and riders it rode in on.

Over many years, the people of Tucson and Pima County have expressed themselves on this issue loudly and clearly: We want them gone! On the one occasion we were able to vote on the issue, the referendum on billboards was overwhelmingly against. How clear do you want it. Put it to a vote again.

Every legitimate study relevant to this has concluded that Americans are threatened in many ways by the ever greater distractions inflicted on us by the advertising industry wherever we turn. This is especially dangerous when we are driving.

The **National Highway Traffic Safety Administration** reported in its most recent study that...

* "In 2018 there were 2,841 people killed and an estimated additional 400,000 people injured in motor vehicle crashes involving distracted drivers."

* "Among those killed: 1,730 drivers, 605 passengers, 400 pedestrians and 77 bicyclists."

* Causes included "non-traffic related signs (e.g., advertisements, electronic billboards)"
* In 2010 distraction-affected crashes caused \$40 billion in economic costs and ... \$123 billion in societal harm.

<https://www.nhtsa.gov/risky-driving/distracted-driving>

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812926>

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812013> p 178 (for 2010)

The desire of the advertising industry to impose themselves on our attention against our wishes is clearly antithetical to our health and well being, personal as well as our community.

The surreptitious way this proposal has been oozed through county government between the big election and coming holidays with little or no involvement of the broader community for the benefit of a comparatively small number of an industry and people much of whom do not even live in Pima County, much less Arizona, reflects very poorly on the legitimacy and integrity of the process. Like mold, it can't stand the light of day.

It also suggests that County staff has again given in to special interests behind closed doors. The Board of Supervisors needs to put an end to bad government of this kind. We, the voters of Pima County depend on you to do that. That is why we voted for you.

The sign problem continues to be a growing and pernicious pestilence in our community and it keeps getting worse, like slime mold, ever trying to erode or go around its limitations.

Pass this, and like slime, it will soon be back again, wanting more.

The ultimate test of this should be what Pima County voters have expressed to our elected officials at every opportunity: minimize or get rid of the infernal signs that intrude on our attention. We need to be paying attention to traffic conditions when we drive, not signs.

Signs should be visible only when we look for them. Beyond that, not one inch should be given to that unscrupulous industry. Give them an inch and they will take a mile.

If you are going to change anything about sign regulations, you should put it to a public vote first!

Thank you,

Paul Huddy
5233 E. Woodspring Drive
Tucson 85712

From: Ronald Spark [REDACTED] >
Sent: Sunday, November 15, 2020 9:28 PM
To: julie.castanada@pima.gov; Melissa Manriquez
Subject: Fwd: Proposed new Pima County sign code and amendments

This message and sender come from outside Pima County. If you did not expect this message, proceed with caution. Verify the sender's identity before performing any action, such as clicking on a link or opening an attachment.

----- Original Message -----

From: Ronald Spark [REDACTED] >
To: email.district1@pima.gov, email.district2@pima.gov, email.district3@pima.gov,
email.district4@pima.gov, email.district5@pima.gov
Date: November 15, 2020 at 8:28 PM
Subject: Fwd: Proposed new Pima County sign code and amendments

----- Original Message -----

From: Ronald Spark [REDACTED]
To: COB.mail@pima.gov
Date: November 15, 2020 at 8:15 PM
Subject: Proposed new Pima County sign code and amendments

Pima County Board of Supervisors,

c/o Clerk of the Board

139 West Congress

Tucson AZ 85701

RE: Pima County Board meeting November 17,2020, Agenda item # 15

New Sign Code Text and Amendments

Honorable Chair Valdez and Members of the Pima County Board:

I urge you to vote down the proposed changes to Pima County's current sign code. These degrading modifications would only add to our already visually sign polluted environment. Changing Electronic signage in particular poses a safety hazard for drivers as do reduced set backs. Increasing the size and number of free

NOV 16 2020 08:55 PM CDF:BJ

mw

standing commercial signs only adds to the cluttered appearance of our public spaces. Maintaining a strict enforcement of the current measures represents a commitment to citizens.

Thank you for voting down these onerous and regressive changes.

Ron Spark, M.D. Director, Southern Arizona Transportation Advocates, 100 Calle Encanto, Tucson, Arizona 85716 [REDACTED]