



Draft Sign Ordinance Update

Portable Signs – Part 1

City Council Study Session



February 1, 2018
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Please send any questions or comments to: signinfo@mesaaz.gov



Sign Ordinance Update

- Comprehensive Update Needed
 - Last major update: 1986
- Supreme Court: Reed vs Town of Gilbert - 2015
 - **Cannot** base regulations on sign's content or message
 - Eliminate Exceptions

Update Objectives

- Reorganize Chapters and Sections
- Update Portable Sign Allowances
 - Remove message-based classifications
- Update Permanent Sign Allowances
 - Design Standards
 - Optional Sign Allowances



Ordinance Chapters

Chapter

- 41 Introduction and General Provisions
- 42 Portable Signs
- 43 Permanent Signs
- 44 Prohibited Signs
- 45 Use Permits and Variances
- 46 Sign Permits
- 47 Nonconforming Signs
- 48 Maintenance, Removal, Disposal,
Violations, and Enforcement
- 49 Definitions



Chapter 41: Introduction and General Provisions



Findings

Signs Can:

- Obstruct Views
- Distract Motorists
- Disrupt Flow of Traffic
- Be A Safety Hazard
- Create Visual Clutter

Purpose

Sign Ordinance Can:

- Protect Public Health, Safety, and Welfare
- Provide for Effective Communication
- Avoid Visual Clutter
- Promote Aesthetic Design



Chapter 41: Introduction and General Provisions (Continued)

Sign Ordinance **Does NOT** Apply to:

- Addresses
- Government Signs
- Traffic Control Signs, Markings and Devices
- Signs Authorized by Arizona Revised Statutes
- Public Transportation Signs
- Signs Specified by the Mesa City Code as Mandatory



Portable Sign Allowances

Based on:

- Materials
- Structure Type
- Method of Anchoring or Attachment
- Zoning and Size of Parcel or Lot



Detached Rigid



Attached Rigid



Fabric Wall Banner



Fabric Detached Banner



Semi-rigid Yard



Rigid A-frame

Residential Example

Existing:

- 3 per single residence lot
- Individual sign max.: 6 sq. ft.
- “A” frame not allowed
- Not in right-of-way



Proposed:

- 2 signs per street front per single residence lot
- 12 sq. ft. max. aggregate area
- Individual sign max.: 8 sq. ft., 6' tall
- Detached rigid: 8 sq. ft., 6' tall
- Yard signs: 6 sq. ft., 3' tall
- “A” frame not allowed
- Not in right-of-way



Residential Subdivision Example

17 Acres

Existing:

- Real Estate Sign:
1 per street front
24 sq. ft., 8' tall
- Contractor Sign:
1 per street front
8 sq. ft., 6' tall
- Development Sign:
1 per street front
32 sq. ft., 8' tall
- Subdivision Sign:
1 per street front up to 3
48 sq. ft., 10' tall



Proposed:

- 4 per street front
2 standard allowance
2 undeveloped property allowance
- Val Vista Dr. frontage:
80 sq. ft. area
- McKellips Rd. frontage:
80 sq. ft. area
- Max. Individual Sign:
4 at 32 sq. ft., 4 at 8 sq. ft., 6' tall
- Allowed Sign Types:



Detached Rigid



Attached
Rigid



Semi-rigid
Yard

Commercial Development Example:

Existing:

- Real Estate Sign:
1 per street front
24 sq. ft., 8' tall
- Contractor Sign:
1 per street front
8 sq. ft., 6' tall
- Banners:
30 days for grand opening
Use Permit required



Proposed:

- 2 acres or less:
1 per street front, 8' tall
12 sq. ft./24 sq. ft. total
- 5 acres or more:
3 per street front, 8' tall
12 sq. ft./32 sq. ft. total
- Wall and Detached Banners
45 days per year
- Allowed Sign Types:



Detached Rigid



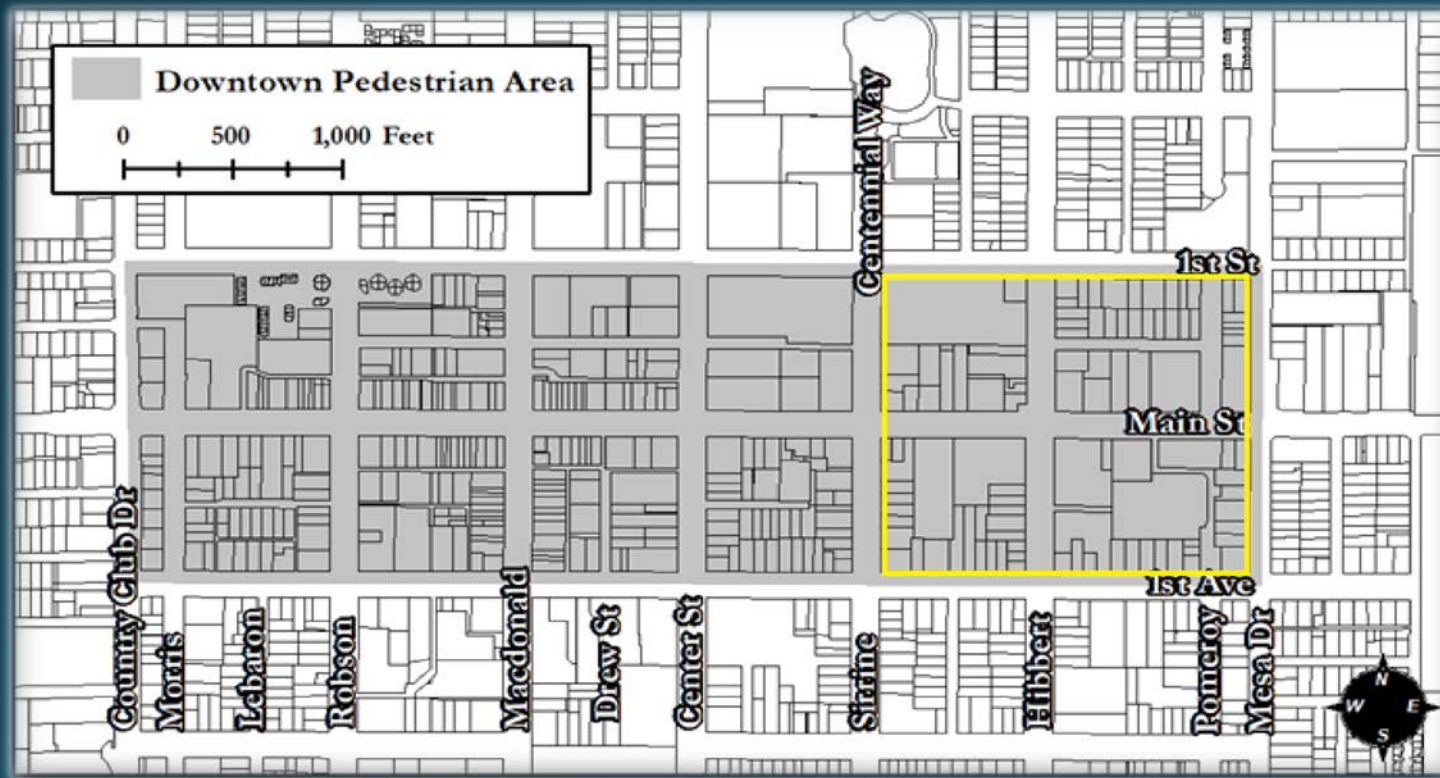
Fabric Wall
Banner



Fabric
Detached
Banner

Downtown Pedestrian Area

- Expand area to the east from Centennial Way to Mesa Drive





Fabric Banners

Existing:

- Use Permit required
- 30 consecutive days during:
 - Initial Opening of Business
 - New Occupancy
 - New Proprietor
 - New Management

Proposed:

- Use Permit
- 45 days per calendar year
 - Not Consecutive Days
- Additional Days with a Temporary Use Permit



Timeline

December 28, 2017

Release of the Public Review Draft

January to March

Review and Comment Period

February 8th

Council Study Session: Permanent Signs

February 20th

General Public Meeting at Fire Station 201
at 360 E. 1st Street, 6:30 to 7:30 pm

February 28th

Developer's Advisory Forum

February to May

Public Hearings with Board of Adjustment,
Design Review Board, and the
Planning and Zoning Board

February to June

Council Study Session(s) and Hearing(s)



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