



Draft Sign Ordinance Update

Permanent Signs – Part 2

City Council Study Session



February 8, 2018
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and
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Please send any questions or comments to: signinfo@mesaaz.gov

Permanent Signs – Summary of Changes

- Optional Allowances
 - Commercial Center Sign
 - Larger Buildings
 - Pad Buildings
- Increased Sign Allowance for Multiple Tenant Offices



Permanent Sign Example: Option for Detached Commercial Center Signs

Existing:

- Max: 12' tall signs, 80 sq. ft.
- 1 sq. ft. of sign area per lineal foot of street frontage
- 1' of height for each 20' of street frontage

Proposed:

3+ tenants and 400'+ frontage:

- 1 sign at 14' tall and 120 sq. ft. max.
- All other signs max: 8' tall & 50 sq. ft.
- Special Use Permit Not Required



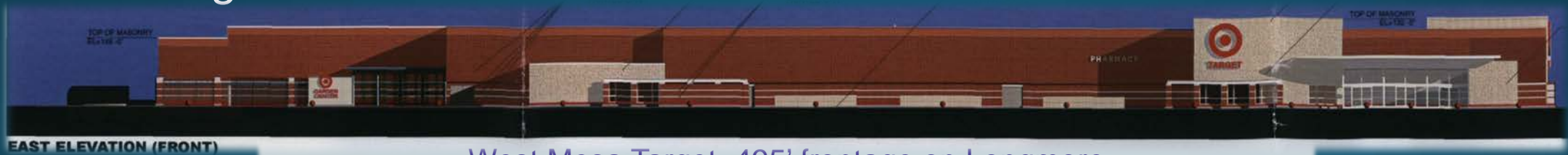
Permanent Sign Example: Option for Attached Signs

Existing:

- 2 sq. ft. for each front foot of occupancy, 160 sq. ft. max. aggregate sign area
- <100' occupancy frontage, 2 signs max.
- >100' occupancy frontage, 3 signs max.

Proposed:

- 200 – 249' occupancy frontage: 4 signs max. at 2 sq. ft. for each foot of occupancy, 160 sq. ft. max. per sign
- >250' occupancy frontage: 5 signs, +1 for each 50' up to a max. of 7 at 80% of lineal front foot of occupancy, 160 sq. ft. max. per sign
- Special Use Permit Not Required



West Mesa Target: 495' frontage on Longmore
Proposed: 7 signs, 396 sq. ft. total aggregate area
2003 SUP authorized 4 signs at 397 sq. ft. total aggregate area

Permanent Sign Example: Option for Pad Buildings less than 5,000 sq. ft.



Existing:

- 2 signs if $< 100'$ occupancy frontage
- 3 signs if $> 100'$ occupancy frontage
- 2 sq. ft. of sign area per lineal foot of building, 160 sq. ft. max. aggregate area

Proposed:

- 4 signs, 80 sq. ft. max. each sign
- 2 sq. ft. per lineal foot of widest building elevation
- Special Use Permit Not Required

Permanent Sign Example: Offices with Multiple Tenants

Existing:

- Max.: 2 signs, 32 sq. ft., 8' tall
- 1 sq. ft. per 5 lineal feet of frontage
- Permitted 24 sq. ft. minimum sign

Proposed:

- Max.: 1 sign per occupant, 32 sq. ft.
- 1 sq. ft. per lineal foot of occupancy
- 1 detached sign per street, 8' tall
- 1 sq. ft. per 5 lineal feet of frontage



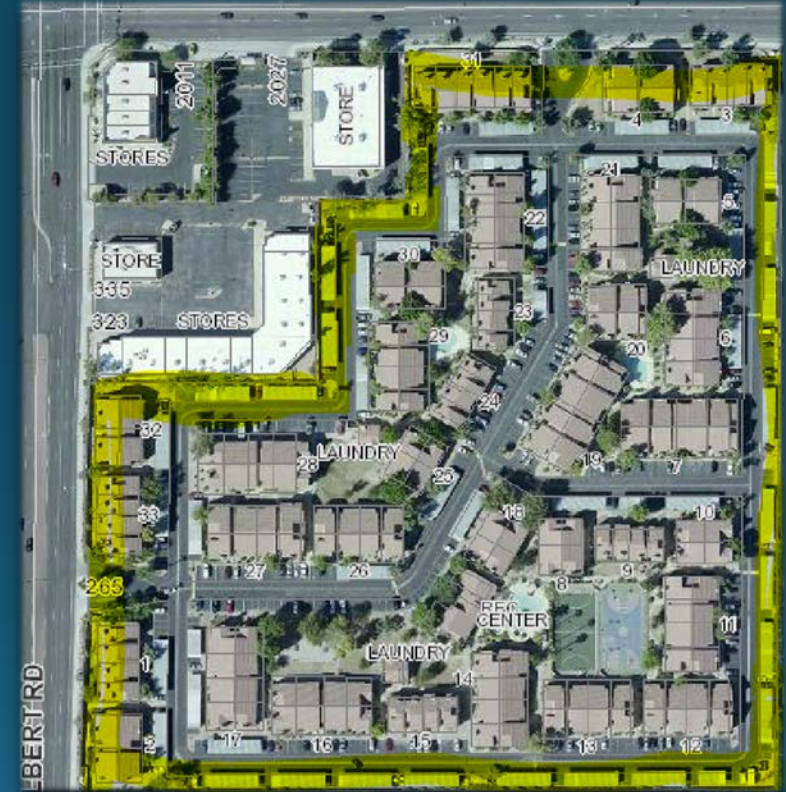
Permanent Sign Example: Multi-Residence Development

Existing:

- Max.: 32 sq. ft., 8' tall
- 2 signs per street frontage
- 1 sq. ft. per 5 feet of street frontage

Proposed:

- Max.: 32 sq. ft., 8' tall
- 2 signs per street frontage
- 1 sq. ft. per 5 feet of street frontage
- DR-2, DR-3, T4N, T4NF, T5N Zoning included



Permanent Sign Example: Single Residence Lot



Existing:

- 1 nonilluminated sign per lot
- 6 sq. ft., 6' tall max.
- Limited to the name and address of the occupant, lessee, or owner

Proposed:

- 1 nonilluminated sign per lot
- 4 sq. ft. max sign area
- 10' max. height if attached
- 4' max. height if detached

Subdivision Entry Signs

Existing:

- One 12 sq. ft. sign allowed on each side of the entry



Proposed:

- 2 signs at 2 entrances a max. of 20 sq. ft. each

Electronic Message Panels

Existing:

- Message change: 1 per Hour
- Downtown: Special Use Permit for a Comprehensive Sign Plan



Proposed:

- Message change: 1 per 8 seconds
- Reduced lighting level dusk to dawn
- No illumination 11 pm to sunrise when 150' from residential and not blocked with an intervening building or in the Downtown Pedestrian Area

Flagpoles and Flags

Existing:

- Number of permitted flagpoles not regulated
- Nation, State, Political, or Religious Exempt
- Height per Zoning Ordinance



Proposed:

- No more than 3 flagpoles per lot or parcel
- No more than 2 flags per pole
- Height per Zoning Ordinance



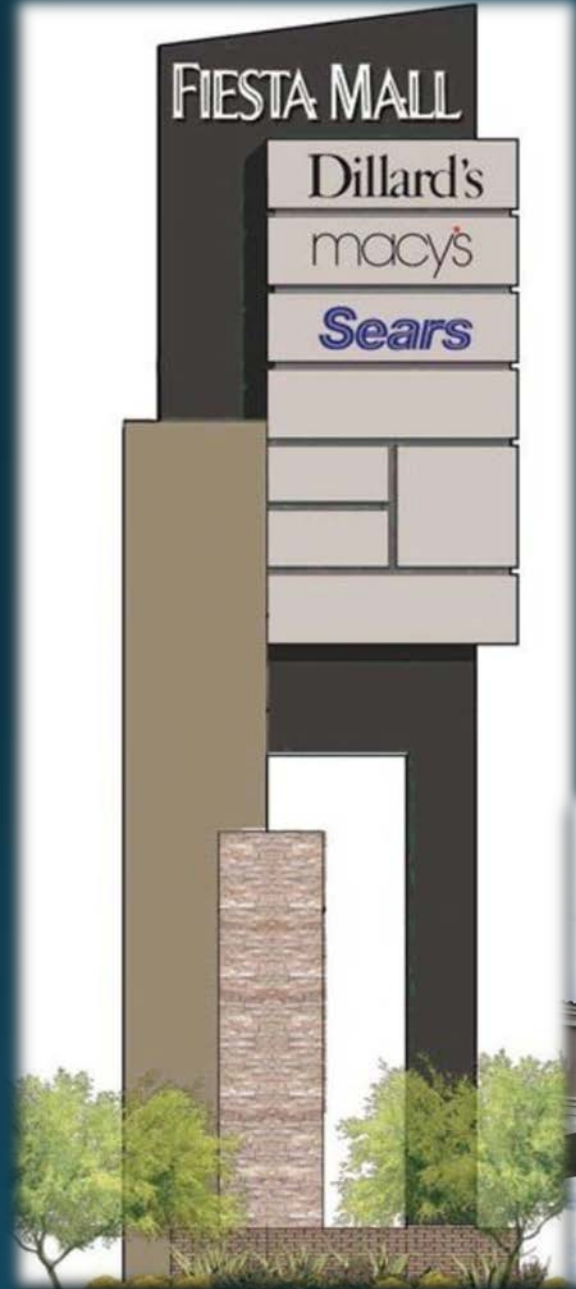
Freeway Landmark Monument Signs

Existing:

- Allowed in the Regional Commercial and Public/Semi-Public General Plan Land Use Categories
- Limited to 750 sq. ft. in the FLMS Guidelines

Proposed:

- Allowed in:
 - General Plan: Mixed-Use Activity District and
 - LC, GC, PEP, LI, GI, PC, and ID-2 Zoning
- 1 sq. ft. per 2 linear feet of freeway frontage up to 750 sq. ft.



Murals

Existing:

- Downtown Zoning Only
- Requires Design Review Board approval

Proposed:

- Allowed in any Zoning
- Sign copy over 2" and readable beyond lot boundary or 50', whichever is more, will count against sign allowance



Statues, Sculptures and 3-D Figures

Existing:

- Requires Special Use Permit
Sign area counted against maximum sign allowance



Proposed:

- Permitted in RM, Commercial, and Industrial Zoning with SUP
 - Only 50% of area counted towards allowable sign area
 - 15' from building and 100' from right-of-way
 - Less than 12' tall and 10' wide

Drive-thru Signs

Existing:

- Downtown Menu Board
(1) 45 sq. ft., 6' tall
- Outside of Downtown: No Permit required if copy is not legible from the street



Proposed:

- 32 sq. ft., 8' in height
- Within 5' of a drive-thru and sign copy is readable only by the occupant of vehicle
- Not counted against allowable detached sign height and area

Driveway Signs

Existing:

- On-site directional signs that do not exceed 3 sq. ft. and 3' tall. are allowed
- No commercial message, corporate colors, or logos allowed



Proposed:

- 3 sq. ft., 3' tall
- Located within 5' of a driveway or drive aisle and 20' from street
- Not counted against allowable detached sign height and area



Window Sign Allowance

Existing:

- Downtown Zoning: 30% of window
- Outside of Downtown: No restriction



Window Sign Allowance (Continued)



Proposed:

- Downtown: limited to 30% of window
- Less than 50% of window not counted toward sign allowance
- More than 50% of window counted toward sign allowance
- Window signs limited to 25% in Chandler, Gilbert, Scottsdale, and Tempe

Timeline

January to March

Review and Comment Period

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)

May and June

Council Hearing(s)



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