

## Chapter 43      Permanent Signs

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### 11-43-1 :      Purpose and Intent

In addition to the items listed in Section 11-41-1, the purpose and intent of regulating signs used as permanent fixtures includes:

- A. Keeping the scale of permanent signs proportionate in height, size, number, and illumination to the intensity and context of land use in the vicinity of the sign, including the specific location of the sign;
- B. Utilizing shapes, details, materials, and illumination on permanent sign devices and structures in a manner that furthers, enhances, and reinforces the architectural design theme of the related development; and
- C. Maintaining and enhancing the aesthetic character of permanent signs based upon the context in which they are located.

### 11-43-2 :      Design Standards for Permanent Signs and Sign Structures

- A. **Architectural Compatibility.** Permanent signs and sign structures shall:
  - 1. Be designed to be attractive and artistic;
  - 2. Incorporate design features associated with the buildings or structures, and should constitute an architectural component of the overall development that is compatible with, and not incongruous to, the architectural style and character of the development of the property associated with the sign; and
  - 3. Utilize materials and design themes consistent with the architectural design theme of the development, as expressed by the building architecture, landscaping, and overall site development.

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**B. Attached Permanent Signs.**

1. Design Standards. Attached permanent signs must comply with the following design standards:
  - a. A sign shall be mounted so that the attachment device is not visible or discernible and shall consist of the following:
    - i. Individual letters such as pan channel or other durable material or
    - ii. An architecturally designed cabinet that is irregular and freeform in shape.
  - b. A sign attached to a single tenant building shall not exceed more than fifty-percent (50%) of the width of the building elevation upon which the attached sign is placed.
  - c. A sign attached to a single tenant space of a multiple tenant building, as determined by the issuance of a separate Certificate of Occupancy for the specific tenant space, shall not exceed more than seventy-five percent (75%) of the width of the front of the occupancy upon which the attached sign is placed.
  - d. Placed on the elevation of the same tenant space for which the Certificate of Occupancy is issued.
  - e. Opaque backgrounds shall be provided on internally illuminated signs so that only the sign copy is illuminated.
  - f. A wall mounted sign shall be placed below parapet or eave.
  - g. Roof signs are not permitted.
  - h. Signs are permitted on a false mansard roof, awning, or canopy. Signs placed in these locations shall comply with the following:
    - i. Installed in a manner where angle iron supports, guy wires, braces, or secondary supports, are not visible.
    - ii. Appear to be an architectural or integral part of the roof.
    - iii. All parts of the sign are below the highest portion of the building or roof where the sign is attached.
2. Design Guidelines:
  - a. Letters attached or anchored to the face of an exposed standard raceway should be architecturally designed and integrated into the building.
  - b. If non-standard raceways are used the following design guidelines shall be followed:
    - i. As a background where the raceway is not discernable. Raceway is designed as splash cabinet following the shape of the letters where the area of the cabinet is included in the total attached sign area as provided in the example shown in Figure 11-43-2-B-2-b-i;



Figure 11-43-2-B-2-b-i

- ii. Integrated and a part of the design that acts as a backdrop where the area of the raceway is included in the total attached sign area as provided in the example shown in Figure 11-43-2-B-2-b-ii; or



Figure 11-43-2-B-2-b-ii

- iii. Integrated into the design where letters are mounted to the top of the raceway cabinet as provided in the examples shown in Figures 11-43-2-B-2-b-iii.



Figures 11-43-2-B-2-b-iii

- c. Raceways shall either:
  - i. Be finished to match the color of the building adjacent to the raceway and design elements of the building or
  - ii. When a raceway is provided as an architectural enhancement to the building elevation, the raceway must be in a contrasting color and material.

**C. Detached Permanent and Freestanding Signs.** Detached permanent and freestanding signs must complement design features associated with the buildings or structures, and constitute an architectural component of the overall development.

- 1. Design Standards. Detached permanent and freestanding signs must comply with the following design standards:
  - a. The sign structure must consist of metal, masonry, or a similar durable construction material using one (1) of the following styles:

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- i. A single base where the width of the base is a minimum of seventy-five percent (75%) of the width of the sign copy, or
    - ii. A base consisting of two (2) or more posts or columns in which the width of all posts or columns, in aggregate, is a minimum of thirty-three percent (33%) of the width of the sign copy.
  - b. An internally illuminated sign shall comply with the requirements of Section 11-41-3-B, and shall provide either:
    - i. An opaque background so only the sign copy is illuminated; or
    - ii. A translucent background of no more than fifty-percent (50%) opacity.
  - c. No detached permanent sign is allowed within seventy-five (75) feet of any other detached permanent sign on the same parcel or Group C-O-I Development site.
  - d. For streets or roads with three (3) or more traffic lanes, a sign is not allowed within fifteen (15) feet of the face of curb or edge of pavement, when no curb exists.
  - e. If a sign is placed at the street intersection of a corner parcel and is visible from both streets or both frontages, the sign may not exceed the maximum height and area allowed for the longer street frontage. The area of the sign is deducted from the total aggregate sign height, sign area, and number of signs permissible on the corner parcel.
2. Design Guidelines:
  - a. The sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1).
  - b. A sign may consist of more than one (1) sign panel provided all sign panels are attached to one (1) common integrated sign structure. When multiple sign panels are used, the area of the sign is calculated as one (1) aggregate sign area of all panels used.
  - c. Embellishment should complement the primary design elements or unique architectural features of the buildings or structures.
  - d. Embellishment added to a sign structure may extend above the allowable height, up to a maximum extension of twenty-percent (20%) of the permitted height of the sign.

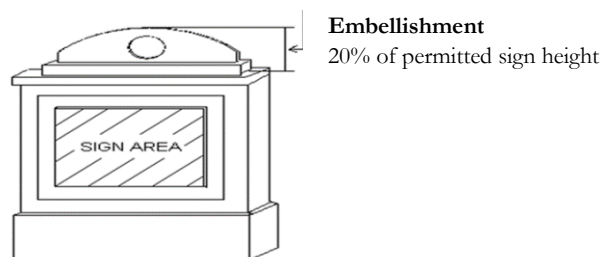


Figure 11-43-2-C-2-d

**11-43-3 : Permanent Sign Allowances by Zoning District**

The following Tables include the sign allowances for attached and detached permanent signs by zoning district. The “Additional Requirements” column lists additional standards that apply. Individual number(s) placed in parentheses [ex: <sup>(1)</sup>] refer to footnotes appearing immediately below or following the Table.

- A. Attached and detached permanent sign allowances in AG, RS, RSL, DR-1, T3N, and T4N are provided in Table 11-43-3-A.

| <b>Table 11-43-3-A: Attached and Detached Sign Allowances</b> |  |                                   |                                     |                         |
|---|--|-----------------------------------|-------------------------------------|-------------------------|
| Zoning  | Max. Number of Permitted Signs                 | Max. Area Per Sign <sup>(1)</sup> | Max. Height                         | Additional Requirements |
| AG  | 1 sign per street front, attached or detached  | 6 sq. ft.                         | 10-feet attached<br>4-feet detached | Non-illuminated         |
| RS, RSL, DR-1, T3N, T4N                                       | 1 sign per lot or parcel, attached or detached | 4 sq. ft.                         | 10-feet attached<br>4-feet detached | Non-illuminated         |

<sup>(1)</sup> A lot or parcel allowed to operate a non-residential land use is allowed to increase the maximum area of each permitted sign to thirty-two (32) sq. ft. with a maximum height of eight (8) feet if detached, or below the top of the parapet or eave, if wall mounted (no roof signs). Increased sign allowance under this provision does not apply to Home Occupations as authorized by Section 11-31-33 in the Zoning Ordinance.

- B. Attached and detached permanent sign allowances for RM, DR-2, DR-3, T4NF, and T5N are provided in Table 11-43-3-B.

| <b>Table 11-43-3-B: Attached and Detached Sign Allowances per Development</b> |  |                 |  |
|---|--|-----------------|--|
| Max. Number of Permitted Signs <sup>(1)</sup>                                 | Sign Area Calculation  | Max. Height     | Additional Requirements  |
| 2 signs per street front, attached or detached                                | 1 sq. ft. of sign area per 5-lineal feet of street frontage up to a max. of 32 sq. ft. | 8-feet detached | Illumination is allowed if the sign is adjacent to an arterial or collector street. <sup>(2)</sup> |

<sup>(1)</sup> A non-residential use in T4NF is allowed one (1) additional attached sign on a street and one (1) additional attached sign on an alley frontage, not to exceed thirty-two (32) sq. ft.

<sup>(2)</sup> Street classification is based on the Mesa Transportation Plan.

- C. The following two (2) Tables provide the attached and detached permanent sign allowances for OC. The maximum aggregate sign allowance for all signage (attached and detached) is thirty-two (32) sq. ft.

| <b>Table 11-43-3-C-1: Attached Sign Allowances per Occupancy</b> |                                |  |  |
|--|--------------------------------|--|--|
| Occupancy  | Max. Number of Permitted Signs | Sign Area Calculation  | Min. Individual Sign Area <sup>(2)</sup> |
| Single-Occupant Building   | 2 attached signs               | 1 sq. ft. of sign area per front foot of building occupancy <sup>(1)</sup> | 24 sq. ft.                               |
| Multiple-Occupant Building                                       | 1 attached sign per occupancy  | 1 sq. ft. of sign area per front foot of building occupancy <sup>(1)</sup> | 20 sq. ft.                               |

<sup>(1)</sup> The sign area applies only to occupancies with an exterior wall. When there is more than one (1) exterior wall, the longest wall can be used to calculate the maximum sign allowance.

<sup>(2)</sup> Each occupant with an exterior wall is allowed this minimum individual sign area regardless of the front foot of the building occupancy.

| <b>Table 11-43-3-C-2: Detached Sign Allowances per Development</b> |   |             |
|--|---|-------------|
| Max. Number of Permitted Signs                                     | Sign Area Calculation                                       | Max. Height |
| 1 detached sign per street   | 1 sq. ft. of sign area per 5-lineal feet of street frontage | 8-feet      |

D. The following four (4) Tables provide the attached and detached permanent sign allowances in NC, LC, GC, PS, PEP, LI, GI, and HI.

1. The standard allowances for attached signs per occupancy are provided in Table 11-43-3-D-1.

| <b>Table 11-43-3-D-1: Standard Attached Sign Allowances Per Occupancy</b> |   |   |                    |
|---|---|---|--------------------|
| Front Foot of Building Occupancy <sup>(1)</sup>                           | Max. Number of Permitted Signs  | Max. Aggregate Sign Area Calculation                              | Max. Area Per Sign |
| 80-feet or Less <sup>(2)</sup>  | 2 signs   | 2 sq. ft. of sign area per front foot of building occupancy       | 160 sq. ft.        |
| 81 to 199-feet  | 3 signs   | 160 sq. ft. is allowed  | 160 sq. ft.        |
| 200 to 249-feet   | 4 signs   | 80% of lineal front foot of occupancy,                            | 160 sq. ft.        |
| 250-feet or More  | 5 signs, plus one additional sign for every additional 50-feet of occupancy up to a max. of 7 signs | 80% of lineal front foot of occupancy up to a max. of 500 sq. ft. | 160 sq. ft.        |

<sup>(1)</sup> If an occupancy(s) has more than one exterior wall, the longest wall is used to calculate the sign allowance.

<sup>(2)</sup> Each occupant is allowed a minimum of twenty-four (24) sq. ft. of sign area regardless of front foot of building occupancy.

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2. In lieu of the standard attached sign allowances in Table 11-43-3-D-1, a single occupant pad building under 5,000 sq. ft. of gross floor area may use the attached sign allowance in Table 11-43-3-D-2.

| <b>Table 11-43-3-D-2: Optional Attached Sign Allowances for Single Occupant Pad Buildings Under 5,000 sq. ft. of Gross Floor Area</b> |   |                    |
|---|---|--------------------|
| Max. Number of Permitted Signs  | Max. Aggregate Sign Area Calculation <sup>(1) (2)</sup>   | Max. Area Per Sign |
| 4 signs   | 2 sq. ft. of sign area per lineal foot of the widest building elevation up to a max. of 160 sq. ft. | 80 sq. ft.         |

<sup>(1)</sup> Sign shall not exceed more than 50% of the width of the building elevation.

<sup>(2)</sup> A single-occupant pad building is allowed a minimum of 24 sq. ft. of sign area regardless of the widest building elevation.

3. The standard allowances for detached signs per development are provided in Table 11-43-3-D-3.

| <b>Table 11-43-3-D-3: Standard Detached Sign Allowances per Development</b>   |   |             |                    |
|---|---|-------------|--------------------|
| Max. Number/Height  | Max. Aggregate Sign Area Calculation                      | Max. Height | Max. Area Per Sign |
| <p><b>One (1) Sign:</b><br/>1-foot of sign height per 10 lineal feet of street frontage</p> <p><b>Multiple Signs:</b><br/>1-foot of sign height per 20 lineal feet of street frontage</p> | 1 sq. ft. of sign area per lineal foot of street frontage | 12-feet     | 80 sq. ft.         |

4. In lieu of the standard detached sign allowances in Table 11-43-D-3, commercial use developments with a minimum of three (3) separate occupants and more than four-hundred (400) feet of frontage along a single street frontage may use the detached sign allowance in Table 11-43-3-D-4 for one (1) sign within the development.

| <b>Table 11-43-3-D-4: Optional Detached Sign Allowance for Commercial Use Development with 3 Separate Occupants and more than 400-feet of Frontage</b> |  |  |
|--|--|--|
| Max. Number/Height   | Max. Area Per Sign   | Reference  |
| The 120-sq. ft. max. sign can be up to 14-feet in height and all other detached signs shall not exceed 8-feet in height                                | One (1) sign at a max. of 120-sq. ft. and all other detached signs shall not exceed 50 sq. ft. | Use Table 11-43-3-D-3 to determine max. allowances for all detached signs in the development |

- E. Attached and detached sign allowances in DB-1, DB-2, and DC (outside of the Downtown Pedestrian Area [DPA]) are provided in Table 11-43-3-E. In addition to the requirements in this Chapter, a sign in this Sub-section has the following additional requirements:

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1. Attached signs must use individual letters. An attached cabinet sign is not permitted.
2. Neon signs are permitted provided the neon is complementary and harmonious with the primary color(s), style, and architecture of the building or development.
3. A comprehensive sign plan is required for sign(s) located on the upper story of a building when the building exceeds two (2) stories in height.

**Table 11-43-3-E: Attached and Detached Sign Allowances per Development**

| Sign Type | Sign Area Calculation   | Max. Number of Permitted Signs        | Max. Height/Placement               |
|-----------|---|---------------------------------------|-------------------------------------|
| Attached  | <p align="center"><b>General Allowance</b></p> <p>2 sq. ft. of sign area per front foot of building occupancy up to a max. of 120 sq. ft.</p> <p>All occupants allowed a min. of 32 sq. ft. <sup>(1, 2)</sup></p> | 1 per street and 1 per alley frontage | Below parapet                       |
|           | <p align="center"><b>Additional Allowance</b></p> <p>Window: 30% of window</p>  | --                                    | --                                  |
|           | <p align="center"><b>Additional Allowance</b></p> <p>Awning: 1 sq. ft. of sign area per linear foot of awning up to a max. of 50% of awning</p>   | 1 per street frontage                 | A min. of 8-feet above the sidewalk |
| Detached  | 1 sq. ft. of sign area per linear foot of street frontage up to a max. of 32 sq. ft.  | 1 per street frontage                 | 5-feet <sup>(3)</sup>               |

- (1) A sign attached to a single tenant building shall not exceed more than fifty percent (50%) of the width of the building elevation upon which the attached sign is placed. A sign attached to a single tenant space of a multi-tenant building, as determined by the issuance of a separate Certificate of Occupancy for the specific tenant space, shall not exceed more than seventy-five percent (75%) of the width of the front of the occupancy upon which the attached sign is placed.
- (2) An attached sign is allowed on the occupant's building only.
- (3) The sign copy horizontal-to-vertical ratio cannot exceed two to one (2:1).

F. Attached permanent sign allowances in DC (in the DPA), T4MS, T5MSF, T5MS, and T6MS are provided in Table 11-43-3-F.

**Table 11-43-3-F: Attached Permanent Sign Allowances per Development**

| Sign Type  | Max. Number of Permitted Signs                 | Sign Area Calculation, Street Frontage  | Sign Area Calculation, Alley Frontage  | Max. Sign Length | Placement  |
|--|--|---|--|------------------|--|
| Wall Sign (Single-Occupancy) <sup>(1, 4, 5, 7)</sup> | 1 per street frontage and 1 per alley frontage | 1 sq. ft. of sign area per linear foot of street frontage up to a max of 40 sq. ft. | ½ sq. ft. of sign area per linear foot of alley frontage up to a max of 20 sq. ft. | 50% of building  | No higher than 4-feet below top of building or 25-feet from grade, whichever is less |

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| <b>Table 11-43-3-F: Attached Permanent Sign Allowances per Development</b> |  |   |  |                                  |  |
|--|--|---|--|----------------------------------|--|
| Sign Type  | Max. Number of Permitted Signs                 | Sign Area Calculation, Street Frontage  | Sign Area Calculation, Alley Frontage  | Max. Sign Length                 | Placement  |
| Wall Sign (Multi-Occupancy)<br>(1, 4, 5, 7)                                | 1 per street frontage and 1 per alley frontage | 1 sq. ft. of sign area per linear foot of street frontage up to a max of 30 sq. ft. | ½ sq. ft. of sign area per linear foot of alley frontage up to a max of 15 sq. ft. | 50% of building                  | No higher than 4-feet below top of building or 25-feet from grade, whichever is less |
| Awning Sign<br>(3, 5)  | 1 per street frontage and 1 per alley frontage | 1 sq. ft. of sign area per linear foot of awning                                    | 1 sq. ft. of sign area per linear foot of awning                                   | 50% of awning                    | --   |
| Blade Sign<br>(7)  | 1 per street frontage                          | Max. of 60% of the face of the blade  | --   | 60% of the depth of the blade    | No higher than 1-foot below the top of the blade                                     |
| Hanging Sign (Parallel to Street)<br>(6, 7)                                | 1 per street frontage and 1 per alley frontage | 10 sq. ft.  | 8 sq. ft.  | 10-feet                          | No higher than ceiling of the canopy and no lower than 8-feet from grade             |
| Hanging Sign (Perpendicular to Building)<br>(6, 7)                         | 1 per street frontage and 1 per alley frontage | 6 sq. ft.   | 4 sq. ft.  | 6-feet                           | Top no higher than 14-feet and bottom no lower than 8-feet from grade                |
| Marquee Sign<br>(7, 10)  | 1 per street frontage                          | Max. of 60% of the face of the marquee  | --   | 60% of the length of the marquee | Below the top of the marquee   |
| Outdoor Display Case   | 1  | 4 sq. ft.   | --   | --                               | --   |
| Projecting Sign<br>(1, 7, 8, 9, 11)  | 1 per street frontage and 1 per alley frontage | 1 sq. ft. of sign area per linear foot of street frontage up to a max of 36 sq. ft. | ½ sq. ft. of sign area per linear foot of alley frontage up to a max of 12 sq. ft. | --                               | Min. of 8-feet above pedestrian sidewalk, 14-feet above vehicular drive              |

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|                    |   |                       |    |    |    |
|--------------------|---|-----------------------|----|----|----|
| Window Sign<br>(2) | 1 | Max. 30%<br>of window | -- | -- | -- |
|--------------------|---|-----------------------|----|----|----|

- (1) Must use individual letters. An attached cabinet sign is not permitted.
- (2) A window sign is only allowed on the first and second story of the building.
- (3) An awning sign is only allowed on the ground floor of the building. Two-story architectural entry elements may include an awning sign over the entry.
- (4) A wall-mounted sign is allowed on the colonnade in lieu of a wall-mounted sign on the building.
- (5) A comprehensive sign plan is required for a sign(s) located on the upper story of a building when the building exceeds two (2) stories.
- (6) Cannot be illuminated.
- (7) A neon sign is permitted provided the neon is complementary and harmonious with the primary color(s), style, and architecture of the building or development.
- (8) A projecting sign mounted at the corner of the building must be installed at a forty-five-degree (45°) angle. A Projecting sign mounted on a wall parallel to the street must be mounted at a ninety-degree (90°) angle. A projecting sign must maintain a twelve (12) feet minimum separation from any other projecting sign.
- (9) A projecting sign is permitted in lieu of a wall-mounted sign. A projecting sign cannot be placed on the colonnade.
- (10) Exposed bulbs are allowed when the bulbs are an integral component of the design of a marquee.
- (11) A projecting sign shall not extend more than four (4) feet from the face of the building and no more than two (2) feet above the parapet.

G. **ID District.** Attached and detached permanent sign allowances for properties in the ID District are permitted as follows:

- 1. Signs in the ID-1 District are permitted as provided in the base zoning district, unless specified otherwise in the adopted infill incentive plan, or by an adopted comprehensive sign plan approved in accordance with Section 11-45-3.
- 2. Signs in the ID-2 District are permitted as provided in the adopted infill incentive plan, or by an adopted comprehensive sign plan approved in accordance with Section 11-45-3.

H. **PC District.** Attached and detached permanent sign allowances for properties in the PC District shall be as specified in the community plan, or by an adopted comprehensive sign plan approved in accordance with Section 11-45-3.

I. **EO District.** Attached and detached permanent sign allowances for properties in the EO District shall be as specified in the specific EO District Development Plan, or by an adopted comprehensive sign plan approved in accordance with Section 11-45-3.

J. **Multiple Residence Districts with an Urban Character Designator.** Signs in the RM Districts with an urban character designator shall comply with the requirements of an analogous transect in the Form-Based Code, as referenced in Table 11-43-3-K.

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| <b>Table 11-43-3-K: RM District with an Urban Character Designator</b> |   |                   |
|--|---|-------------------|
| District   | Analogous Transect in the Form-Based Code | Reference Section |
| RM-3U  | T4N                                       | 11-43-3-A         |
| RM-4U  | T4NF                                      | 11-43-3-B         |
| RM-5U  | T5N                                       | 11-43-3-B         |

- K. **Commercial Districts with an Urban Character Designator.** Signs in Commercial Districts with an urban character designator shall comply with the requirements of an analogous transect in the Form-Based Code, as referenced in Table 11-43-3-L.

| <b>Table 11-43-3-L: Commercial Districts with an Urban Character Designator</b> |   |                   |
|---|---|-------------------|
| District  | Analogous Transect in the Form-Based Code | Reference Section |
| OC-U  | T4MS                                      | 11-43-3-F         |
| NC-U  | T4MS                                      | 11-43-3-F         |
| LC-U  | T5MSF                                     | 11-43-3-F         |
| MX-U  | T5MSF                                     | 11-43-3-F         |

**11-43-4 : Drive-thru and Driveway Signs**

**Driveway and Drive-Thru Lane Signs.** Driveway and drive-thru lane signs do not count against the detached permanent sign allowance.

**11-43-5 : Electronic Message Panels**

Permanent signs may use electronic message panels, when the panel is not considered animated, and in compliance with the following requirements, as may be applicable:

- A. **Standards for Message Display.** Each message is displayed for a minimum period of eight (8) seconds with no movement or motion. As defined below, message change is permitted through fade, dissolve, travel, or scrolling modes not to exceed two (2) seconds in transition.
1. **Fade:** A sign where static messages are changed by means of varying light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.
  2. **Dissolve:** A sign where static messages are changed by means of varying light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.
  3. **Travel:** A sign where the message is changed by the apparent horizontal movement of the letters or graphic elements of the message.
  4. **Scrolling:** A sign where the message is changed by the apparent vertical movement of the letters or graphic elements of the message.
- B. **Lighting Controls Required.** The electronic message panel shall include automatic lighting control technology, such as the use of photocells, to control and vary the intensity of lighting

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depending on the amount of ambient light present (e.g. daytime, nighttime, partial shade or cloudy conditions).

1. **Nighttime Illumination Limit.** The intensity of the lighting from dusk until dawn shall not exceed a 0.3 foot-candle difference between the off and solid message measurements using the illumination measure provided in Section 11-41-7-C.
2. The electronic message panel shall not be illuminated between 11:00 p.m. and sunrise if the following conditions exist:
  - a. The sign is located in or within one-hundred fifty (150) feet of Single Residence (RS), Downtown Residential 1 and 2 (DR-1 and DR-2), Multiple Residence (RM), or Small Lot Residence (RSL) zoning districts, or in a T3 Neighborhood (T3N); and
  - b. There is no intervening building or other permanent structure that completely screens the electronic message panel from the residential site.
3. **Certification.** Prior to the issuance of a sign permit for an electronic message panel, the applicant shall provide a written certification from the owner of the sign attesting that said owner has read and understands the provisions of this Section, Section 11-41-3-B, and 11-41-7-C, and agrees to abide by said Section, and agrees to cooperate with City of Mesa staff with regards to any nighttime testing that may be necessary should the 0.3 foot-candle limitation be at question.

C. **Wall Signs.** An electronic message panel may be used as a wall sign.

### **11-43-6 : Flagpoles and Flags**

Flagpoles and flags shall comply with the following standards:

#### **A. Flagpoles.**

1. No more than three (3) flagpoles are allowed on an individual lot or parcel, or within a Group C-O-I Development. This limitation applies to model home offices in single residence subdivisions, multiple tenant non-residential developments, and similar multi-user sites. A flagpole may be wall-mounted or in-ground.
2. An in-ground flagpole may require a building permit as required by Title 4 of the Mesa City Code to ensure the flagpole is structurally sound and complies with all requirements of the Zoning Ordinance.
3. The minimum setback for in-ground flagpoles shall equal one-half (1/2) the setback required for a principal building as set forth by the zoning district in which it is located.
4. The height of wall-mounted and in-ground flagpoles is regulated by Section 11-30-3, Exceptions to Height Limits in the Zoning Ordinance.

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**B. Flags.**

1. A sign permit is not required to display a flag.
2. The length of each flag, which is the longer side of a flag that is perpendicular to the flagpole, shall not exceed one-third (1/3) of the in-ground flagpole height on which the flag is attached. When attached to a wall-mounted flagpole, the length of the flag shall not exceed one-third (1/3) of the maximum height allowed by the zoning district in which the flag is displayed.
3. Unless otherwise required or authorized by state law, no more than two (2) flags are allowed on a flagpole, from a flag bracket, or on a flag stanchion.
4. Flags may be externally illuminated in compliance with the provisions of the Mesa Building Code.

**11-43-7 : Freeway Landmark Monuments (FLM)**

**A. Purpose:** The purpose of this Section is to:

1. Promote the effectiveness of individual FLM by preventing the over concentration, improper placement, deterioration, excessive size, and excessive number.
2. Enhance the flow of traffic, and the convenience, ease, and enjoyment of travel along Mesa's freeways.
3. Protect travelers on Mesa's freeways from injury or damage because of distraction or obstruction of vision attributable to large signs.

**B. Intent.** The intent of this Section is to:

1. Regulate advertising distractions that may contribute to traffic accidents.
2. Assure that public benefits derived from expenditures of public funds for the improvement and beautification of freeways and other public structures and spaces are protected by exercising reasonable control over the character and design of large sign structures.
3. Provide a pleasing visual environment for the citizens of and visitors to Mesa.
4. Require that signs be properly maintained for safety and visual appearance.

**C. Council Use Permit (CUP) Required.**

1. A FLM is permitted in the zoning districts listed in Sub-section D of this Section, subject to the approval of a Council Use Permit in accordance with Section 11-70-6 of the Zoning Ordinance. In addition to the required findings in Section 11-70-6, the City Council must find that the FLM complies with the FLM Guidelines and locational parameters, operational limits, and design standards specified in this Section.
2. Prior to Council consideration of the CUP for the FLM the following steps must be completed:
  - a. The FLM is reviewed and receives a recommendation by the Design Review

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- b. Board and the Planning and Zoning Board.
  - b. The Planning and Zoning Board is limited to consideration based on the requirements of the adopted FLM Guidelines and Section 11-70-6.
  - c. The Design Review Board is limited to consideration of the proposed design, materials, method of illumination, electronic displays (including electronic message panels), and other architectural features of the proposed FLM.
  - d. After the Planning and Zoning Board and the Design Review Board vote on a recommendation, the recommendations from both Boards are forwarded to City Council, which shall then consider and decide the request in a public hearing.
- D. **Eligible Locations.** A FLM is allowed on a site that satisfies the location requirements in this Sub-section.
- 1. **Zoning Districts.** A FLM is allowed in the following zoning districts:
    - a. LC and GC districts;
    - b. PEP, LI, and GI districts;
    - c. PC district when specified as an allowed land use in the approved Community Plan; and,
    - d. ID-2 district when specified as a permitted land use in the approved Infill Plan.
  - 2. **General Plan.** A FLM is only allowed on property designated as Mixed-Use Activity District in the Mesa General Plan.
- E. **Sign Area.** Each approved FLM is limited to one (1) square-foot of total sign area per two (2) lineal feet of freeway frontage up to a maximum of seven-hundred fifty (750) square feet.

#### **11-43-8 : Murals**

Any portion of a mural that contains sign copy that is more than two (2) inches in height and is of sufficient size that it is readable or identifiable from beyond the lot boundary or within fifty (50) feet of the sign, whichever is greater, is counted against the maximum allowed sign area.

#### **11-43-9 : Statues, Sculptures and Three-Dimensional Figures**

- A. **Permitted.** Signs that include statues, sculptures, or other three-dimensional figures are permitted in all Multiple Residence, Commercial, and Industrial Districts and Transects.
- B. **Sign Allowance.** Fifty percent (50%) of the area of the statue, sculpture, or three-dimensional figure shall be deducted from the total allowable sign area for that tenant, development or parcel (as applicable) if it meets the following criteria:
  - 1. The figure is either:
    - a. Attached to the building and placed within one-hundred (100) feet from the nearest right-of-way; or
    - b. Detached from the building and placed within one-hundred (100) feet from the nearest right-of-way; and,

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2. The vertical height of the figure is more than twelve (12) feet; and,
3. The longest horizontal distance of the figure is more than ten (10) feet.

Statues, Sculptures and Three-Dimensional Figures that do not meet the criteria above will not be deducted from the total allowable sign area for that tenant, development or parcel.

### **11-43-10 : Subdivision Entry Signs**

- A. **Allowance.** A subdivision may display permanent signs subject to all of the following:
1. No more than two (2) entries to the subdivision may display a sign. Each entry is limited to either:
    - a. Two (2) wall-mounted, single face signs; one (1) on each side of an entry; or
    - b. One (1) double-faced monument sign placed on one (1) side of an entry and oriented so the long axis is perpendicular to the intersecting street.
  2. Each sign shall not exceed twenty (20) square-feet of sign area.
  3. Signs shall consist of low-maintenance materials; such as metal or ceramic tile.
  4. Signs shall be located on private property, and not within the right-of-way.
- B. **Illumination of Subdivision Entry Signs.**
1. **Source of illumination.** Subdivision entry signs may only utilize indirect lighting, such as halo illumination, or downcast exterior illumination in compliance with Section 4-1-4 of the Mesa City Code.
  2. Upcast exterior illumination and interior illumination through a translucent panel are prohibited.

### **11-43-11 : Window Signs**

Window signs are allowed and regulated as follows:

- A. In zoning districts and transects as provided in Tables 11-43-3-E and 11-43-3-F.
- B. In all other zoning districts:
1. Window signs may cover up to twenty-five percent (25%) of the area of the window and shall not be counted towards the maximum attached allowable sign area.

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