

## Chapter 50 Definitions of Terms Used in the Sign Ordinance

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### 11-50-1: General Provisions Related to Definitions

This Chapter lists definitions of terms used primarily in chapters and sections of this Sign Ordinance (Article 5 of the Mesa Zoning Ordinance), but may be applicable as the context demands for other related portions of the Zoning Ordinance and Mesa City Code. The terms are listed in alphabetical order. The photographs and illustrations used in this Chapter are intended to provide generalized examples and illustrate broad concepts, and are not to be used as exclusive or limited examples, or considered regulatory in nature. If a conflict exists between what is illustrated by the drawing or photograph, and the narrative text description in the definition, then the narrative text description is considered the controlling definition.

### 11-50-2: Definitions: A through C

**Abandoned Sign:** See Discontinued Sign.

**Advertising For Hire Sign:** A sign on which display space is made available to a person in exchange for rent, fee or other consideration; does not include the owner of the sign, operator of the sign or the occupant of a parcel who rents tenant space on the same parcel or Group C-O-I Development as the sign.

**Awning Sign:** A sign that is a part of or attached to an awning.

**Billboard:** A permanent off-site sign or a portable off-site sign more than thirty-two (32) square feet or an Advertising For Hire Sign.

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**Blade Sign:** A sign attached to a thin or narrow architectural feature of a building façade that projects from the building façade, typically at a ninety-degree (90°) angle.

**Cabinet Sign:** An internally illuminated sign in which a removable sign face, usually with translucent sign graphics, is enclosed within a single case, and the source of illumination is not visible. A cabinet sign may be multi-faced.

**Canopy Sign:** See Awning Sign.

**Copy:** The letters, numerals, figures, symbols, illustrations, logos, and graphic characters used to make up the sign message.

### **11-50-3: Definitions: D through F**

**Discontinued Sign:** A sign or sign structure located on a property that has been vacant or unoccupied for a consecutive period of one-hundred eighty (180) days or more, regardless of whether the owner intends to abandon the sign.

**Drive-thru Sign:** A detached permanent sign not exceeding thirty-two (32) square feet in area and eight (8) feet in height located within five (5) feet of a drive-thru lane where the sign copy is designed to be readable only by the occupants of a vehicle in the drive-thru lane and the sign copy is not readable across a property line unless the property line is shared between parcels within the same Group C-O-I Development.

**Driveway Sign:** A detached permanent sign not exceeding three (3) square feet in area and three (3) feet in height located within five (5) feet of a driveway or drive aisle and within twenty (20) feet from a future width line of the adjacent public street.

**Downtown Pedestrian Area:** The Downtown Pedestrian Area (DPA) is designated, as depicted in Figure 11-50-3-A below, as the east side of Country Club Drive to the west side of Mesa Drive, the south side of 1st Street to the north side of 1st Avenue. The centerline of the streets shall be construed to be the boundaries. This area is characterized as the most intensely developed governmental, cultural, and business core.

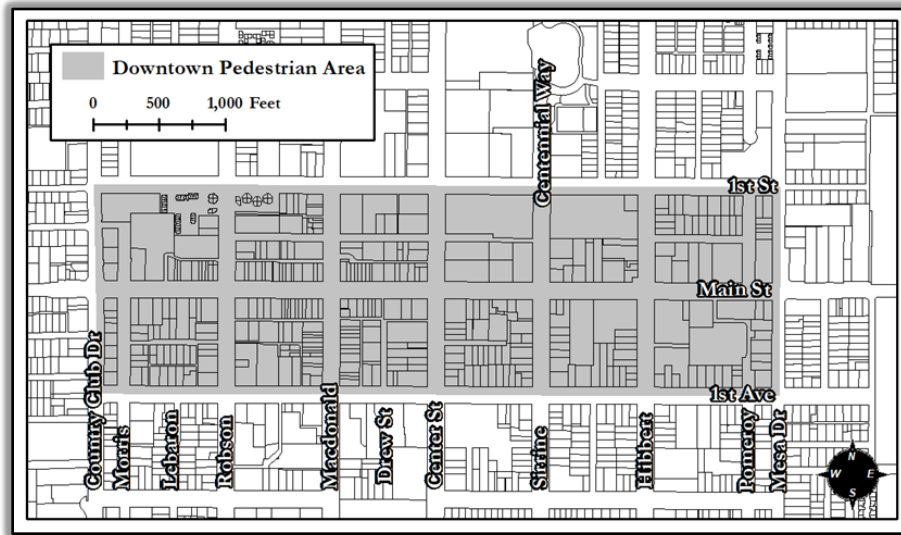


Figure 11-50-3-A: Downtown Pedestrian Area

**Electric Sign:** Any sign containing electrical wiring which is attached or intended to be attached to an electrical energy source, does not include signs illuminated by an exterior light source that is not an integral part of the sign.

**Electronic Message Panel:** A sign that is capable of displaying copy that is electronically or mechanically changed by remote or automatic means.

**Embellishment:** Structural or decorative elements of a sign incorporating representations of the significant architectural features of the associated building or development; does not include the portion of the sign structure counted as the sign area.

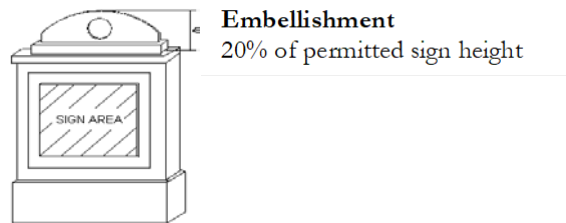


Figure 11-50-3-B: Embellishment

**Flashing Illumination:** Illumination in which the artificial source of light is intermittent in intensity and/or color.

**Freestanding Sign:** Same as Permanent Sign, Detached.

**Freeway Landmark Monument:** A sign structure which exceeds sixteen (16) feet in height or one-hundred twenty (120) square feet in area, and is intended to be visible from an adjacent designated state or federal freeway.

**Front Foot:** The maximum lineal dimension of an exterior wall, excluding canopies and projections, measured on a straight-line parallel to a fronting street. For purposes of this definition, all pad buildings and pad occupancies within a Group C-O-I Development, located on a corner parcel, are defined as having exterior walls fronting on both streets.

#### 11-50-4: Definitions: G through K

**Government Sign:** Any sign, posting, or notice constructed, posted, installed, maintained or required by a city, county, federal, or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including but not limited to, emergency and warning signs necessary for public safety or civil defense; posting of legal notices; official traffic, fire, and police signs, signals, and devices; traffic signs, traffic control devices, or streets signs erected and maintained by an authorized public agency; signs showing the location of public facilities; signs for government sponsored events; signs placed by the government on buildings of historical significance; and government speech pursuant to case law. Government signs are allowed in every zoning district and are not governed by this Sign Ordinance.

**Grade:** The top of curb or edge of pavement where no curb exists.

**Hanging Sign:** A sign suspended from, and located entirely under a covered porch, covered walkway, or an awning.

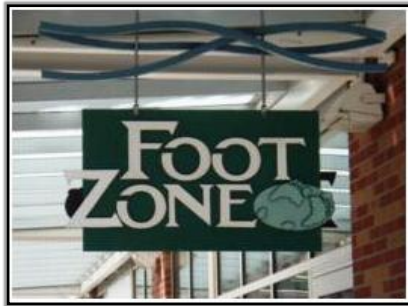


Figure 11-50-4-A: Hanging Sign: Perpendicular to the Building



Figure 11-50-4-B: Hanging Sign: Parallel to the Street

**Height:** The vertical distance to the top of a sign, excluding embellishment, measured from the nearest curb, sidewalk, or street grade.

**11-50-5: Definitions: L through N**

**Legal Nonconforming Sign:** Any permanent sign which is not permitted by this Sign Ordinance, but which, when first constructed, was legally permitted by the City or the political subdivision then having jurisdiction and regulation over the construction of the sign.

**Maintenance:** The repair or replacement in-kind of individual sign components including paper, fabric, or plastic copy panels; electrical wiring and bulbs; or paint, stucco, or other exterior finishes. Shall not include the replacement of metal or wood cabinets, structural faces, supporting structural members, primary uprights, posts and poles, or the sign in its entirety.

**Monument Sign:** A detached permanent sign mounted or incorporated into a solid, self-supporting base.

**Mural:** A painted work of visual art or pictorial representation applied to or incorporated into a structure or wall that can be viewed from public places, alleys, rights-of-way.

**11-50-6: Definitions: O through R**

**Off-site Sign:** A sign portraying information or directing attention to a business, activity, commodity, service, product, or entertainment which is not conducted, sold or offered on the premises upon which the sign is located. Does not include portable signs thirty-two (32) square feet or less.

**Outdoor Display Case:** A sign consisting of a lockable metal or wood framed cabinet with a transparent window or windows, mounted onto a building wall or freestanding support.

**Permanent Sign, Attached:** A sign made of durable material permanently anchored to a building or wall.

**Permanent Sign, Detached:** A sign which is intended to and is constructed in a manner that is permanent, on its own foundation and structural supports, and is detached from any supporting elements of a building. Sign structures are constructed of materials, such as brick, stone, metal, concrete, carved wood that is treated for durability when exposed to the weather, or related materials considered durable and of architectural quality.

**Pole Sign:** A permanent detached sign supported by one (1) or more uncovered or exposed uprights, supports, or braces.

**Portable Message Center Sign:** A portable sign larger than eight (8) square feet mounted, painted, placed on, attached or affixed to a trailer or resting atop the ground without penetrating the surface.



Figures 11-50-6-A to C: Examples of Portable Message Center Signs

**Portable Sign:** A sign constructed of fabric, canvas, vinyl, cardboard, foam-core, plywood, sheet metal, plastic, or other light weight material that is neither permanently installed in the ground nor permanently affixed to a building or structure. Portable signs include signs resting atop the ground, or affixed to the ground by a temporary anchoring system such as, but not limited to, stakes or ballast or footing for large portable signs. This definition includes a-frame, t-frame, attached rigid, detached rigid, yard, detached banner, and wall banner sign.



Figures 11-450-6-D through I: Examples of Portable Signs

**Projecting Sign:** A sign attached to a building or structure in such a manner that its face is not parallel to the building or structure to which it is attached.



Figures 11-50-6-J through N: Examples of Projecting Signs

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**Public Transportation Sign:** A sign installed as part of a City transit program that is located at a bus or transit stop, bus or transit shelter facility, bike share station, bus or bike kiosk, or other bus, transit or bike structure.

**Roof Sign:** A sign placed on a flat or sloped roof.

### **11-50-7: Definitions: S through V**

**Sign:** Any identification, description, illustration, symbol, or device which is designed to identify, announce, direct, or inform, which is affixed or painted directly or indirectly upon a building, vehicle, structure, or land that is visible from:

1. Beyond the property boundaries except within a Group C-O-I Development; or
2. Beyond the perimeter boundaries of a Group C-O-I Development; or
3. The right-of-way.

**Sign Structure:** The supports, uprights, braces and framework of a sign.

**Vehicle Sign:** A sign mounted, painted, placed on, attached or affixed to a trailer, watercraft, truck, automobile, or other form of motor vehicle. The term shall not include a symbol, mark, or other medium of identity that is intrinsic, inherent, or otherwise belonging to the vehicle by nature of its manufacture, or a license plate frame, bumper sticker, spare tire cover, or similar appurtenance.

### **11-50-8: Definitions: W through Z**

**Wall Sign:** A permanent or portable sign mounted flat against or painted on the wall of a building or structure with the exposed face of the sign in a plan parallel to the face of the wall. This does not include window signs.

**Window Sign:** A sign that is applied to, placed on, affixed to, or painted on a window; or suspended or placed in front of or thirty-six (36) inches behind a window so that it is visible from the exterior of the building or structure.