



# SUSTAINABILITY & TRANSPORTATION COMMITTEE

April 4, 2016

The Sustainability & Transportation Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on April 4, 2016 at 4:05 p.m.

## COMMITTEE PRESENT

Kevin Thompson, Chairman  
Dave Richins  
Alex Finter

## COMMITTEE ABSENT

None

## STAFF PRESENT

Kari Kent  
Dee Ann Mickelsen  
MaryGrace McNear

### 1. Items from citizens present.

There were no items from citizens present.

### 2-a. Hear a presentation, discuss and provide a recommendation on a definition of "high quality development" as it relates to design standards in the City of Mesa.

Planning Director John Wesley displayed a PowerPoint presentation (**See Attachment 1**) and highlighted staff's recommendation on a definition for "quality development". He indicated that at the October 2015 Committee meeting, staff was directed to develop a definition of "high quality development".

Mr. Wesley explained that high quality development is achieved as follows:

- Use of a variety of landscape materials
- Use of durable, high-quality building materials that work together to provide visual interest through a compatible variety of colors, materials and textures
- Use of architectural and site design that is appropriate in scale, massing and articulation to the setting and purpose of the development
- Creating places that are safe, attractive, interesting and inviting, and fit within the context of the surrounding neighborhood
- Developing in a way that is appropriate for our climate, utilizes low impact development techniques, and utilizes options for water and energy conservation

- An integrated pattern of development that facilitates connectivity, multi-modal transportation options, and mixed-use development (See Pages 3 through 9 of Attachment 1)

Mr. Wesley indicated that the cumulative effect of using the definition is to create holistic designs where the individual parts work together to create an interesting, attractive, and sustainable whole.

Mr. Wesley, in addition, presented a document titled “Quality Development Framework” to serve as a helping guide for staff and applicants. **(See Attachment 2)**

Mr. Wesley stated that staff will seek feedback from the development community and advisory boards. He indicated that he is refining the content to ultimately present the final document to the Council.

Committeemember Richins encouraged staff to visit other development communities to find the “best of the best” and suggested a visual guideline and less text. He suggested adding the City’s philosophy on designing and operating buildings.

Chairman Thompson commented that this is the concept he was looking for in providing the development community with certainty and an easy process.

Chairman Thompson thanked staff for the presentation.

2-b. Hear a presentation, discuss and provide a recommendation on ordinance modifications to the City’s Sign Code regarding temporary signs.

Zoning and Civil Hearing Administrator Gordon Sheffield displayed a PowerPoint presentation **(See Attachment 3)** and spoke on the ordinance modifications to the City’s sign code regarding temporary signs.

Mr. Sheffield reported that modifications to the sign code has been ongoing, however, an update is now necessary as a result of the U.S. Supreme Court ruling in Reed v. Town of Gilbert that determined sign code restrictions cannot be based on content. He stated that the ruling requires changes to the City of Mesa’s sign code, which currently requires classifying signs based on content and message type.

Mr. Sheffield stated that staff came up with a two-phase project. He explained that Phase 1 will include the organization of the overall sign ordinance and revision to temporary sign requests; and that Phase 2 will include permanent signs by zoning district, freeway landmark monuments and design standards for permanent signs. (See Page 3 of Attachment 3)

Mr. Sheffield highlighted the areas where staff is requesting direction as follows:

- Confirm use of a 2-part temporary sign allowance
  - General Base Allowance for daily need
  - Limited Temporary Allowance for licensed or permit issued activities
- Weekend Temporary Sign Concept

- Banners and other Fabric-Based Signs

Mr. Sheffield provided examples of the proposed revisions to temporary sign classifications regarding various sign types. (See Pages 6 through 8 of Attachment 3)

Mr. Sheffield, in addition, stated that based on the court decision, the City can no longer classify by message type. He stated that he proposes a new classification based on the sign type as directed by the court's decision. He added that the sign code was last amended in 1986 and since the current temporary sign classification can no longer be used, staff would like to create a new method of equivalence. He reported that the new method would allow current temporary signage under the current regulation until the regulations are revised and approved by the Council.

Mr. Sheffield, in addition, highlighted two sets of temporary sign allowances (Generalized Base Allowances) and (Temporary Allowances) that will focus on quantifiable aspects of sign structure and not dependent on sign message. (See Page 10 Attachment 3) He pointed out that the proposed sign types are based on a national model and that sign types of air activated graphics, balloons, pennants, streamers, portable message centers and stationary vehicle signs are not being prohibited at this time.

Mr. Sheffield illustrated a standard graph (See Page 12 of Attachment 3) that reflects zoning districts and allowances on private property.

In response to a question from Committeemember Finter, Mr. Sheffield responded that staff has communicated with the industry community as well as presenting the concept to the Development Advisory Forum.

Committeemember Finter suggested that staff solicit feedback from the industry related to sign code changes.

Mr. Sheffield commented that the three principal lobbying groups likely to be involved would be the Home Builders Association, Multi-Family Association and the retail industry. He pointed out that the International Sign Association would likely be involved as well.

Chairman Thompson clarified that the modifications impact the signage on private property as well.

Development and Sustainability Department Director Christine Zielonka commented that staff plans to get the industry involved, and noted that staff attended and presented the proposed changes at a Development Advisory Forum meeting. She stated that staff is seeking the Committee's direction and will then present the recommendations to stakeholders.

Chairman Thompson recognized Jackson Law, Vice President of Municipal Affairs with the Home Builders Association of Arizona, and invited him forward to speak.

Mr. Law indicated that the changes are due to the court ruling, which now has all respective municipalities in the state revising their sign codes. He added that Mesa is the first City to propose a concrete plan to address the changes or remedy some of the constitutional issues

that may be present in the sign ordinance. He noted that the framework created by Mr. Sheffield seems to be the most workable framework that he has seen so far and that he is supportive of the direction Mesa is taking.

In response to a question from Committeemember Richins, Mr. Sheffield responded that the general thought at this time is that there wouldn't be any permits issued for the signs under the general base allowance except for signs that are over a certain size. He stated that permits will continue to be issued in conjunction with a building permit, administrative use permit or a special event license. He explained that if the base allowance is reached then the Code Inspector will be called to speak to the property owner. He briefly highlighted other regulatory concepts through the use of permit stickers for temporary signs that could be issued electronically.

In response to a question from Committeemember Richins, Ms. Zielonka responded that bandit signs are the small aluminum signs located in the right-of-way and on light poles and that are illegal. She noted that the signs were previously monitored by a volunteer sign group, which is no longer active. She also stated that the volunteer group has been trained to differentiate between bandit signs and political signs.

Mr. Sheffield reported that the new sign code will include a section related to government sponsored signs.

Deputy City Attorney MaryGrace McNear explained the legal definition of the content neutrality law relative to content based regulations.

Discussion ensued related to the difference in right-of-way and private property signage.

Committeemember Richins commented on the need to consider a safety process when installing signs into the ground and referred to Arizona 811 (formerly Arizona Blue Stake) to ensure the public is aware of the specific restrictions.

Mr. Sheffield stated that staff is also proposing a weekend sign regulation to include all commercial properties, not just home builders. He stated that staff is proposing changes to the sign code that allows temporary signs on weekends; that holiday weekends be defined for this use; that these types of signs cannot be placed in the right-of-way; and that an over the counter administration use permit, decal or sticker be issued for enforcement purposes.

Committeemember Richins commented that he did not have a solution to an easier process but would like to see what other ideas staff can come up with.

Chairman Thompson thanked staff for the presentation.

### 3. Adjournment.

Without objection, the Sustainability and Transportation Committee Meeting adjourned at 4:54 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Sustainability & Transportation Committee meeting of the City of Mesa, Arizona, held on the 4<sup>th</sup> day of April, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

abg  
(Attachments – 3)

# DEFINING QUALITY DEVELOPMENT

Sustainability and Transportation Committee  
April 4, 2016

# Background

- Council Sustainability and Transportation Committee Oct. 2015
  - *Discussed concepts of quality and sustainability in community development*
  - *Charged staff with defining quality development*
- Staff actions
  - *Reviewed concepts in the General Plan*
  - *Review of recent development*
  - *Prepared initial draft definition*
- Seeking feedback on draft

# Quality Development:

“Quality development” is development of structures, buildings, sites, subdivisions, and neighborhoods in a manner that results in a built environment that will endure as an asset to the community for future generations. High quality development is achieved through:

- use of a variety of landscape materials and durable, high-quality building materials that work together to provide visual interest through a compatible variety of colors, materials and textures;
- use of architectural and site design that is appropriate in scale, massing and articulation to the setting and purpose of the development;
- creating places that are safe, attractive, interesting and inviting, and fit within the context of the surrounding neighborhood;
- developing in a way that is appropriate for our climate, utilizes low impact development techniques, and utilizes options for water and energy conservation and,
- an integrated pattern of development that facilitates connectivity, multi-modal transportation options, and mixed-use development.

The cumulative effect of using the above definition is to create holistic designs where the individual parts work together to create an interesting, attractive, sustainable whole.



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- use of a variety of landscape materials ...



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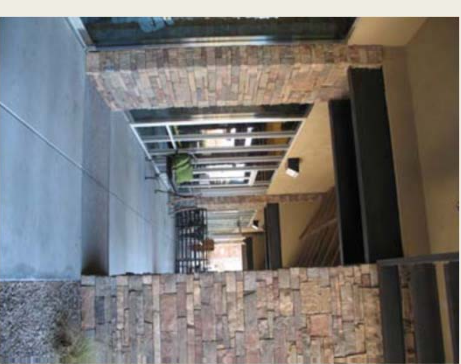
- creating places that are safe, attractive, interesting and inviting, and fit within the context of the surrounding neighborhood;



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# Quality Development

## Quality Development Framework

### Element 1 – Use a Variety of Landscape Materials

Design Principles	Expectations		
	Subdivision/Neighborhood Context	Site	Building
Use landscape materials to create sense of place and arrival	<ul style="list-style-type: none"> <li>Provide interest through a variety of shapes, materials, colors and textures during all seasons</li> <li>Establish a neighborhood character through themed landscape palette and hardscape elements</li> <li>Utilize desert tolerant plant materials</li> </ul>	<ul style="list-style-type: none"> <li>Provide interest through a variety of shapes, materials, colors and textures during all seasons</li> <li>Establish a site character through themed landscape palette and hardscape elements</li> <li>Use landscape design to help with wayfinding on the site</li> </ul>	<ul style="list-style-type: none"> <li>Use landscape palette and planting design to accent entry locations</li> <li>Use landscape materials to frame views of the building</li> <li>Provide effective and attractive screening where appropriate/required</li> </ul>
Use landscape materials to tie into larger context	<ul style="list-style-type: none"> <li>Incorporate landscape materials predominant in the surrounding environment</li> <li>Use materials appropriate for the location in Mesa</li> </ul>	<ul style="list-style-type: none"> <li>Incorporate landscape materials predominant in the surrounding environment</li> <li>Use materials appropriate for the location in Mesa</li> </ul>	<ul style="list-style-type: none"> <li>Landscape used as a unifying element where building types or styles are different due to the nature of the use and activities on the site.</li> </ul>
Building and landscape design work together	<ul style="list-style-type: none"> <li>Smart location considerations</li> </ul>	<ul style="list-style-type: none"> <li>Use materials that provide appropriate visibility into the site and to signage, frame views, and provide focal points</li> </ul>	<ul style="list-style-type: none"> <li>Use softscape and hardscape to create attractive design</li> <li>Landscape materials shall complement the building architecture and design</li> </ul>
Use landscape materials and shade structures to provide shade on and around the buildings, pedestrian corridors and parking areas	<ul style="list-style-type: none"> <li>Protect key landscape features that exist, and if necessary relocate the landscape feature within the subdivision.</li> </ul>	<ul style="list-style-type: none"> <li>Minimize urban heat island effect</li> <li>Use of trees that will establish canopy upon maturity</li> <li>Use of trees and shade structures to provide cover for pedestrian ways</li> </ul>	<ul style="list-style-type: none"> <li>Shading for buildings</li> </ul>
Use landscape materials and areas as a transition between incompatible activities	<ul style="list-style-type: none"> <li>Preserve natural washes and other land features as transition features.</li> </ul>	<ul style="list-style-type: none"> <li>Use materials and planting patterns appropriate for the location and context</li> <li>Utilize wide landscape areas or densely planted landscape areas as necessary to provide buffers</li> </ul>	<ul style="list-style-type: none"> <li>Foundation base landscaping used to provide relief where needed, but should not interfere with streetview from windows and outdoor patio areas.</li> </ul>
Maintain soft edges to streetscape through site landscape features	<ul style="list-style-type: none"> <li>Use site natural features as defining elements for subdivision layout to establish a unique identity for the overall project.</li> </ul>	<ul style="list-style-type: none"> <li>Provide effective and attractive screening where appropriate/required</li> <li>Shading for pedestrian areas and parking areas</li> </ul>	



**Element 1 – Use a Variety of Landscape Materials**

**Quality Development Framework**

Design Principles	Expectations		
	Subdivision/Neighborhood Context	Site	Building
Use landscape materials to create sense of place and arrival	<ul style="list-style-type: none"> <li>• Provide interest through a variety of shapes, materials, colors and textures during all seasons</li> <li>• Establish a neighborhood character through themed landscape palette and hardscape elements</li> <li>• Utilize desert tolerant plant materials</li> </ul>	<ul style="list-style-type: none"> <li>• Provide interest through a variety of shapes, materials, colors and textures during all seasons</li> <li>• Establish a site character through themed landscape palette and hardscape elements</li> <li>• Use landscape design to help with wayfinding on the site</li> </ul>	<ul style="list-style-type: none"> <li>• Use landscape palette and planting design to accent entry locations</li> <li>• Use landscape materials to frame views of the building</li> <li>• Provide effective and attractive screening where appropriate/required</li> </ul>
Use landscape materials to tie into larger context	<ul style="list-style-type: none"> <li>• Incorporate landscape materials predominant in the surrounding environment</li> <li>• Use materials appropriate for the location in Mesa</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate landscape materials predominant in the surrounding environment</li> <li>• Use materials appropriate for the location in Mesa</li> </ul>	<ul style="list-style-type: none"> <li>• Landscaping used as a unifying element where building types or styles are different due to the nature of the use and activities on the site.</li> </ul>
Building and landscape design work together	<ul style="list-style-type: none"> <li>• Smart location considerations</li> </ul>	<ul style="list-style-type: none"> <li>• Use materials that provide appropriate visibility into the site and to signage, frame views, and provide focal points</li> </ul>	<ul style="list-style-type: none"> <li>• Use softscape and hardscape to create attractive design</li> <li>• Landscape materials shall complement the building architecture and design</li> </ul>
Use landscape materials and shade structures to provide shade on and around the buildings, pedestrian corridors and parking areas	<ul style="list-style-type: none"> <li>• Protect key landscape features that exist, and if necessary relocate the landscape feature within the subdivision.</li> </ul>	<ul style="list-style-type: none"> <li>• Minimize urban heat island effect</li> <li>• Use of trees that will establish canopy upon maturity</li> <li>• Use of trees and shade structures to provide cover for pedestrian ways</li> </ul>	<ul style="list-style-type: none"> <li>• Shading for buildings</li> </ul>
Use landscape materials and areas as a transition between incompatible activities	<ul style="list-style-type: none"> <li>• Preserve natural washes and other land features as transition features.</li> </ul>	<ul style="list-style-type: none"> <li>• Use materials and planting patterns appropriate for the location and context</li> <li>• Utilize wide landscape areas or densely planted landscape areas as necessary to provide buffers</li> </ul>	<ul style="list-style-type: none"> <li>• Foundation base landscaping used to provide relief where needed, but should not interfere with street view from windows and outdoor patio areas.</li> </ul>
Maintain soft edges to streetscape through site landscape features	<ul style="list-style-type: none"> <li>• Use site natural features as defining elements for subdivision layout to establish a unique identity for the overall project.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide effective and attractive screening where appropriate/required</li> <li>• Shading for pedestrian areas and parking areas</li> </ul>	

**Quality Development Framework**

**Element 2 – Use High Quality, Durable and Lasting Building Materials**

<b>Design Principles</b>		<b>Expectations</b>		
		<b>Subdivision/Neighborhood Context</b>	<b>Site</b>	<b>Building</b>
Provide attraction and interest through a mix of materials with a variety of compatible colors and textures	<ul style="list-style-type: none"> <li>Establish a neighborhood character through consistent use of materials</li> <li>Use of consistent materials in identify/branding of area</li> </ul>	<ul style="list-style-type: none"> <li>Materials used for site walls, parking areas, light fixtures, signs, trash enclosures, etc. must complement the building(s)</li> <li>Materials used for site development incorporate a variety of materials, colors and textures</li> </ul>	<ul style="list-style-type: none"> <li>Utilize materials to provide interest in the buildings and identify primary focus areas such as entries</li> <li>Use materials, color and/or texture changes to establish a base for the building</li> <li>Primary building walls should use a solid material such as masonry to emulate traditional load bearing walls</li> <li>Express uses and functions with materials and forms</li> </ul>	
Use materials that are durable and easily maintained in our desert climate	<ul style="list-style-type: none"> <li>Materials appropriate to extreme heat, cold, sun exposure and water penetration</li> </ul>	<ul style="list-style-type: none"> <li>Materials used in site development must be durable and low maintenance</li> </ul>	<ul style="list-style-type: none"> <li>Use materials that are durable and high quality</li> <li>Avoid colors that quickly fade</li> <li>Avoid mirror glass and limit glass curtain walls to accent areas</li> </ul>	
Use finer grained materials in pedestrian areas, larger masses on bigger buildings and locations away from people	<ul style="list-style-type: none"> <li>Appearance of perimeter surfaces</li> <li>Attention to detailing of buildings, monuments and features at intersections</li> </ul>	<ul style="list-style-type: none"> <li>Use real materials in areas visible to the public, rather than imitation materials such as stucco or EIFS</li> </ul>	<ul style="list-style-type: none"> <li>Use real materials in areas visible to the public, rather than imitation materials such as stucco or EIFS</li> </ul>	

**Quality Development Framework**

**Element 3: Architectural and Site Design**

		<b>Expectations</b>	
<b>Design Principles</b>	<b>Subdivision/Neighborhood Context</b>	<b>Site</b>	<b>Building</b>
Provide architectural interest and detailing consistent with the context of the area, use of the property and building(s)	<ul style="list-style-type: none"> <li>Architectural design and detailing should be consistent with the context of the area</li> <li>Use consistent architectural details to create a sense of place and neighborhood identity</li> </ul>	<ul style="list-style-type: none"> <li>All aspects of the site design (theme walls, light fixtures, paving patterns, building architecture, etc.) work together to create a unified whole</li> <li>Utilize design features to help with site wayfinding</li> </ul>	<ul style="list-style-type: none"> <li>Avoid long, flat walls</li> <li>Provide breaks in plain both vertically and horizontally</li> <li>Utilize building design and architecture to highlight important areas of buildings</li> <li>Provide base/middle/cap hierarchy</li> <li>Maintain openness/ permeability at the ground level to contribute to the human scale</li> <li>Middle repeats an architectural theme or pattern</li> <li>Top features special elements derived from the building's geometry, use or surroundings</li> </ul>
Provide architectural connections to adjacent uses and development	<ul style="list-style-type: none"> <li>Provide multi-modal connections between adjacent uses</li> <li>Site residential entries on street, discourage courtyard entries</li> <li>Densities and intensities appropriate for location</li> </ul>	<ul style="list-style-type: none"> <li>Wrap intersection corners with active retail uses.</li> <li>Building scaled to meet the sidewalk and entry reflects the character of the building use</li> </ul>	<ul style="list-style-type: none"> <li>Design buildings to relate to the location and context of the site</li> <li>Provide design connections to streets and public access areas</li> </ul>
Provide an intuitive street network	<ul style="list-style-type: none"> <li>Establish regular block lengths</li> <li>Multiple points of access</li> <li>Street network at the human scale</li> <li>Define view corridors to make destinations seem close</li> </ul>	<ul style="list-style-type: none"> <li>Height of the street wall proportional to the width of the street and the sidewalk.</li> <li>Perimeter is appropriately scaled and oriented to surrounding area</li> <li>Buildings located on corner sites or at the terminus of views should have embellished architecture.</li> <li>Discrete boundaries and edges (not strip-commercial)</li> </ul>	<ul style="list-style-type: none"> <li>Base scaled and detailed to pedestrian view to anchor building to ground</li> <li>Transition scale larger buildings to mimic smaller building styles</li> </ul>
Utilize Complete Streets design concepts	<ul style="list-style-type: none"> <li>Provide infrastructure for biking</li> <li>Provide sidewalks and enticing, pedestrian-oriented streetscapes</li> </ul>	<ul style="list-style-type: none"> <li>Locate the primary entries on major pedestrian streets.</li> <li>Locate service and parking entries on secondary streets or alleys.</li> </ul>	<ul style="list-style-type: none"> <li>Relate to the traditional or appropriate building front widths and facade heights at the front.</li> </ul>
Provide focal points and gathering places	<ul style="list-style-type: none"> <li>Encourage outdoor dining and other uses in the public realm</li> <li>Locate streets, sidewalks, trails, etc. to create intersections that bring people together</li> </ul>	<ul style="list-style-type: none"> <li>Acknowledge viewsheds and incorporate into site layout</li> </ul>	<ul style="list-style-type: none"> <li>Cap terminates the building with architectural elements</li> <li>Articulated tower elements</li> <li>Corner sites should have enhanced architecture.</li> </ul>

**Element 4: Creating Safe Places**

**Quality Development Framework**

<b>Design Principles</b>		<b>Expectations</b>		
		<i>Subdivision/Neighborhood Context</i>	<i>Site</i>	<i>Building</i>
Maintain/ reinforce grid pattern	<ul style="list-style-type: none"> <li>• Shorten pedestrian distances</li> <li>• Max: 400 ft. block lengths</li> <li>• Allow choice of multiple routes</li> <li>• Incorporate public safety access considerations</li> <li>• Minimize dead ends</li> </ul>	<ul style="list-style-type: none"> <li>• Break up large sites into smaller units to resemble small parcel size of urban development.</li> <li>• Provide internal public streets or driveways designed to resemble public streets with intuitive connections to multiple destinations.</li> </ul>	<ul style="list-style-type: none"> <li>• Buildings to reflect small parcel size even where large parcels are assembled</li> </ul>	
Minimize impact of automobile	<ul style="list-style-type: none"> <li>• Use on-street parking where appropriate to buffer pedestrians and outdoor uses</li> <li>• Screen parking lots/garages with active uses</li> <li>• Minimize curb cuts</li> <li>• Minimize use of service roads</li> <li>• Reduce land used for parking, encourage shared parking</li> </ul>	<ul style="list-style-type: none"> <li>• Create connections between spaces and places within the surrounding area; existing connections should be enhanced not hindered by new development</li> <li>• Appropriate site lighting and visibility of spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Location buildings close to the street</li> <li>• Locate entries on public streets</li> <li>• Provide lighting and visibility to promote public safety</li> </ul>	
Concentrate active uses along street frontages and ground floors	<ul style="list-style-type: none"> <li>• Define the public realm</li> <li>• Service and parking to the rear</li> <li>• Activate the sidewalk</li> <li>• Retail uses shall be the principle ground floor use on major pedestrian streets</li> <li>• Form the street wall for the entire block</li> </ul>	<ul style="list-style-type: none"> <li>• Parking areas do not inhibit pedestrian-building interaction</li> <li>• Reduce pedestrian exposure to surface parking lots and active driveways.</li> <li>• Provide amenities such as street trees and benches to provide respite for pedestrians.</li> <li>• Consider context and function of streets to promote walking streets and locate servicing, deliveries to appropriate service drives or alleyways.</li> </ul>	<ul style="list-style-type: none"> <li>• Ground level public uses – retail and display areas with visual interest</li> <li>• Windows overlooking the street ('eyes on the street')</li> <li>• Appropriate vertical proportions for windows</li> <li>• Wrap corners with active uses, min. 50 feet</li> </ul>	

**Element 5: Climate Appropriate**

**Quality Development Framework**

<b>Design Principles</b>		<b>Expectations</b>		
<b>Subdivision/Neighborhood Context</b>		<b>Site</b>	<b>Building</b>	
Site designed to minimize solar heat gain	<ul style="list-style-type: none"> <li>• Create grid pattern that provides for optimal solar orientation with appropriate block lengths, off-sets and lot configuration</li> <li>• Provide street/driveway orientations to allow buildings to be designed for optimal solar orientation</li> </ul>	<ul style="list-style-type: none"> <li>• Layout of buildings on site, with consideration of solar heat gain</li> <li>• Plant materials to shade parking areas and pedestrian areas</li> <li>• Minimize urban heat island effect with plantings and alternative hardscape surfaces</li> </ul>	<ul style="list-style-type: none"> <li>• Solar orientation</li> </ul>	
Manageable energy costs for future owners and tenants	<ul style="list-style-type: none"> <li>• Incorporation of solar, wind, greywater</li> <li>• Utilize low water plant materials</li> </ul>	<ul style="list-style-type: none"> <li>• Prune plantings to promote tree height and canopy to create shade in the future</li> <li>• Use LID, greywater or rainwater capture for landscape irrigation</li> </ul>	<ul style="list-style-type: none"> <li>• Insulation</li> <li>• Window glazing</li> <li>• Incorporate photovoltaic solar systems into building design</li> <li>• Low water using features</li> </ul>	
Acknowledge the desert landscape	<ul style="list-style-type: none"> <li>• Preserve unique desert features on-site</li> <li>• Utilize Low Impact Development</li> <li>• Mimic or enhance existing hydrology</li> <li>• Utilize native plant material to create sense of place for the subdivision/neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>• Minimize use of turfgrass</li> <li>• Use drought tolerant plant materials with varying size and scale to site context</li> <li>• Utilize Low Impact Development techniques</li> <li>• Mimic or enhance existing hydrology</li> </ul>	<ul style="list-style-type: none"> <li>• Orient and design buildings and associated landscaping using desert materials</li> </ul>	
Use building forms and materials appropriate for this climate	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Use of balconies and canopies over doors and windows, or solar shades as needed</li> <li>• Recessed windows</li> <li>• Exterior hanging gardens through trellises or planter boxes with overhanging vines</li> <li>• Use of durable materials that withstand the sun and heat</li> </ul>	

**Quality Development Framework**

**Element 6: Integrated Pattern of Development**

<b>Design Principles</b>	<b>Expectations</b>		
	<i>Subdivision/Neighborhood Context</i>	<i>Site</i>	<i>Building</i>
Provide an integrated transportation system	<ul style="list-style-type: none"> <li>• Complete streets for pedestrians, bicyclists, motorists and transit uses</li> <li>• Implement bike sharing program</li> <li>• Streets designed to be safe and comfortable for pedestrians</li> </ul>	<ul style="list-style-type: none"> <li>• Design that supports multi-modal transportation options</li> <li>• Appropriate building siting with reduced setbacks and unified wayfinding signage</li> <li>• Shaded pedestrian connections from streets, parking, and bus shelters</li> </ul>	<ul style="list-style-type: none"> <li>• Design that supports non-vehicular travel through use of massing, facade articulation and entries and design visible,</li> <li>• Incorporate enticing staircases to encourage everyday use</li> <li>• Bicycle parking near front entries</li> </ul>
Provide connectivity	<ul style="list-style-type: none"> <li>• Grid system of shorter blocks and multiple intersections</li> <li>• Establish cut-through paths for bicyclists and pedestrians in long blocks</li> </ul>	<ul style="list-style-type: none"> <li>• Layout that facilitates parking once and then circulate through the site as a pedestrian</li> <li>• Provide for transit and bicycle parking, minimize over-parking a site</li> </ul>	<ul style="list-style-type: none"> <li>• Provide facilities that support bicycle travel such as bicycle storage rooms and showers</li> <li>• Buildings fronts and main entries face streets and/or pedestrian paths and connect with adjacent uses</li> </ul>
Incorporate a mix of uses	<ul style="list-style-type: none"> <li>• Combination of land uses that allow access to goods and services</li> </ul>	<ul style="list-style-type: none"> <li>• Combination of related and compatible land uses supporting internal capture</li> <li>• Connectivity between sites to allow easy access to related or adjacent uses</li> </ul>	<ul style="list-style-type: none"> <li>• Building floor plates support change of uses over time</li> <li>• Avoid franchise corporate standard</li> </ul>
Establish open space amenities	<ul style="list-style-type: none"> <li>• Not leftover land as open space.</li> <li>• Public spaces designed for physical activity within ½ mile or 10 minute walk of residences and places of employment.</li> <li>• Spaces should be appropriate for multiple generations (“8/80” paradigm)</li> </ul>	<ul style="list-style-type: none"> <li>• Civic space programmed with uses, as appropriate</li> <li>• Appropriate transitions with surrounding open space amenities (Riverview example)</li> <li>• Design space outside of buildings to be attractive and interesting, provide places for informal meeting/gathering</li> </ul>	<ul style="list-style-type: none"> <li>• Access to open spaces and recreation facilities with amenities</li> <li>• Allow for perception of an expansive sky canopy</li> <li>• Provide views to open spaces, landscape areas, and distant views</li> </ul>
Design with green infrastructure	<ul style="list-style-type: none"> <li>• Conservation subdivision design</li> <li>• Consider reduced street widths</li> <li>• LID features and natural areas that provide benefits for people and natural habitats</li> </ul>	<ul style="list-style-type: none"> <li>• Clustering of development</li> <li>• Reduced driveway widths and reduced parking</li> <li>• Green streets, rain gardens, bioswale, pervious pavement or other features</li> </ul>	<ul style="list-style-type: none"> <li>• Green roof, rain garden</li> </ul>



# Sign Code Update

Sustainability and Transportation Committee

April 4, 2016

# Practical Effect of *Reed v. Town of Gilbert* on Mesa Sign Ordinance

- ***Reed v. Town of Gilbert***
  - U.S. Supreme Court determines sign regulation cannot be based on review of the sign's content or message.
- ***Mesa Sign Ordinance***
  - Revisions are necessary because the current regulations for temporary signs require classifying signs by their message.



# Sign Ordinance Update Two-Phase Project

- **Phase One:**
  - Organization of Overall Sign Ordinance
  - Revision to Temporary Sign Reqs.
- **Phase Two:**
  - Permanent Signs, including:
    - Signs by Zoning District
    - Freeway Landmark Monuments
  - Design Standards for Permanent Signs

## Direction is needed on the following topics

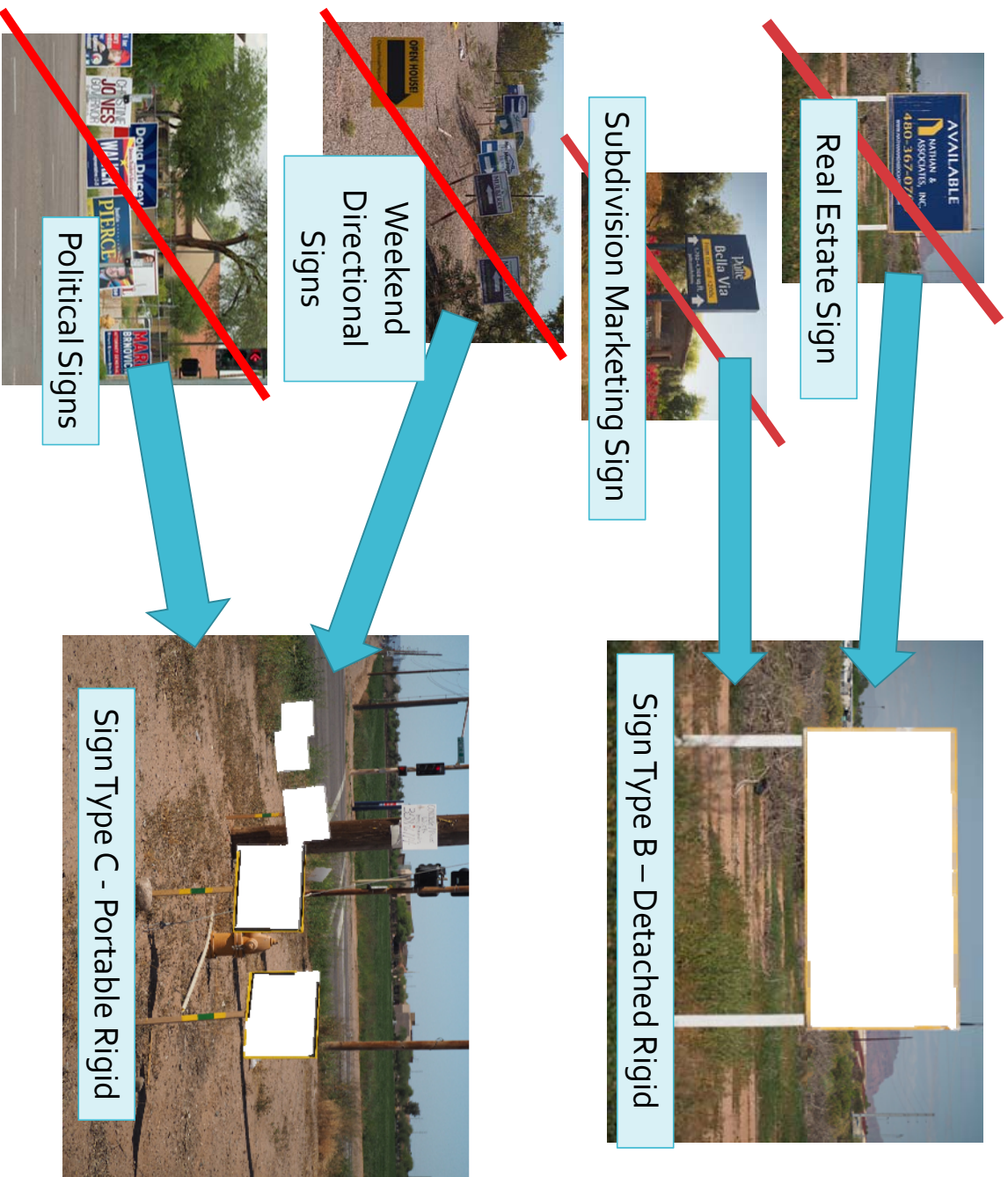
- 1) Confirm Use of a 2-part Temporary Sign Allowance:
  - a) General Base Allowance for Daily Need
  - b) Limited Temporary Allowance for Licensed or Permit Issued Activities
- 2) Weekend Temporary Sign Concept
- 3) Banners and other Fabric-Based Signs

# Proposed Revisions to Temporary Sign Regulations

## Basic Assumptions

- Signs May No Longer be Classified by Message Type
- Propose New Classifications based on Sign Type
- Provide Rough Equivalency to Temporary Sign Options Available Under Current System

# Change to sign classifications Ignore Message and Classify by Sign Type



# Current Temporary Sign Allowances

Based on  
Relationship of Sign  
to Activity

Requires Reading  
Sign Message  
to Classify

No Longer Allowed  
Based on  
Reed v Town of Gilbert

- **Real Estate Sale, Lease Rent Signs**
  - 1 sign per street front;
  - Varies in size by acreage: 6-sqft to 24-sqft
- **Subdivision On-site Marketing Signs**
  - 1 sign per perimeter street front, Max of 3
  - 48-sqft and 10-ft high
  - Administrative Use Permit (AUP) required
- **Subdivision Off-site Marketing Signs**
  - 2 signs maximum
  - 48-sqft and 10-ft high
  - AUP required
- **Weekend Directional Signs**
  - 10 signs maximum
  - 3-sqft and 4-ft high
  - Limited to hours between 2pm Fri and 8am Mon
  - AUP Required



# Current Temporary Sign Allowances

Based on Relationship  
of Sign to Activity

Requires Reading  
Sign Message to  
Classify

No Longer Allowed  
Based on  
Reed v Town of Gilbert

- **Contractor Signs**
  - 1 sign during construction or repair
  - 8-sqft and 6-ft high
- **Development Signs**
  - 1 sign per street front
  - 1 ac or less: 32sqft and 8-ft high
  - More than 1 ac: 80-sqft and 12-ft high
- **Banners and Other Fabric Signs**
  - 30-days during Grand Openings and Change of Ownership/Branding
  - Use during Special Events with Special Event License
- **Political Signs**
  - Residential Districts: 1 sign per street front;
    - 16-sqft and 6-ft high
  - Non-residential
    - 1 sign per street front per measure
    - 32-sqft and 8-ft high



# Proposed Revisions to Temporary Sign Regulations

## Create Two Sets of Temporary Sign Allowances

- **Generalized Base Allowances (GBA)**
  - Standardized Approach to Address Daily Need for Temporary Signs Associated with Permanent Activities
- **Temporary Allowances**
  - Added to GBA during Activities of Limited Duration
  - Typically Associated with Issuance of a Permit/License
    - Building Permit
    - Special Event License
  - Administrative Use Permit for Temporary Activity





# Proposed Temporary Sign Types

## Sign Type

- A Attached Rigid** (ex: Plywood attached to Building)
- B Detached Rigid** (ex: Plywood attached to Posts)
- C Portable Rigid** (ex: A-frame, T-frame, Spring Mount, ...)
- D Banners and Other Fabric Based Signs**
- Sign Types Identified But Not Used**
- E Air Activated Graphics** (animated by blowing air)
- F Balloons and Similar Inflatable Devices**
- G Pennants, Streamers and Similar**
- H Portable Message Centers** (mounted on trailers)
- J Stationary Vehicle Signs** (signs on vehicles that remain permanently parked in the same place)

# Proposed Allowances on Private Property

Based on Relationship of Sign to Site, Including:

- 1) Sign Type;
- 2) Zoning;
- 3) Street Frontage;
- 4) Acreage;
- 5) Spacing; and
- 6) Type of Permit

Size of Parcel or Group	Sign Type	Zoning Districts		
		All RS and RSL districts, DR-1, T3N, and AG	All RM districts, T4N, T5N, DR-2, & DR-3	OC, NC, LC, GC & PEP
Less than 1-acre	A or B	Most Restrictive	Less	Least Restrictive
	C			
Between 1-acre and 5-acres	D	Less Restrictive	Less	Least Restrictive
	A or B			
Greater than 5-acres	A or B	Least Restrictive	Less	Least Restrictive
	C			
Greater than 5-acres	D	Least Restrictive	Less	Least Restrictive
	A or B			

# Proposed Weekend Temporary Signs



- **Weekend Signs:** Currently Limited to Homebuilders (Directional)
  - May No Longer Limit Such Signs to One Activity Type
  - Option: Expand to Include all Commercial Districts
  - Result: Increase Number of Authorized of Temporary Signs
  - Up after 4pm Friday, Down by 8am Monday
  - Account for Holiday Weekends Through Definition
  - Limits Based on Spacing, and Safety-related Requirements
  - May not place on right-of-way
  - AUP with Annual Renewal
  - Issuance of a Decal, Sticker or ID Number

# Current Standards Grand Openings and Special Events

## **Grand Opening & Change of Ownership Banners**

*Limited to Grand Opening or Change of Name*

- *30-days Maximum*
- *One-time Allowance*
- *Issuance of Administrative Use Permit*
- *Only Current Allowance of Fabric-based Signs*
- **No Longer Limit Such Signs to One Activity Type**



## Proposed Banners & Fabric Signs

Limit Allowances  
to Multiple  
Residence,  
Commercial and  
Industrial  
Districts

### Limited Temporary Allowances

- Maximum Cap on Number of 'Occurrences' per Year  
(Example: 2 or some other number per calendar year)
- Maximum Cap on Number of Days per Occurrence
- Maximum Height and Area Standards
- Establish Separations and Setbacks for Sign Placement
- Issuance of Administrative Use Permit, or  
Special Event License
- Issuance of Sign ID (Decal, Sticker, or ID Number)

# Referencing Authorized Signs without Reading Sign Content



Example of  
Sign Decal  
Used by  
City of San Antonio

With issuance  
or permit or  
license,  
identify  
authorized  
signs with  
official decals,  
stickers,  
or ID Numbers

# Temporary Signs

## 'Rough' Equivalency of Existing Classification with Proposed Replacement

### Proposed Sign Types

**A** - Rigid Attached  
 (Mounted to Buildings)

**B** - Rigid Detached  
 (Mounted on Post)

**C** - Portable Rigid  
 (A-frames and similar)

**D** - Fabric and Banner

Present Sign Classification	Replacement Sign Types
Real Estate (sale/lease)	A, B, C
Development	A, B, C
Contractor	A, B, C
Subdivision	B
On-site Marketing	B, C
Subdivision Off-Site Marketing	C; or Weekend Signs
Subdivision Weekend Directional	A, B, C
Political	A, B, C, D
Grand Opening	A, B, C, D
Special Events	A, B, C, D

Note: Equivalency Comparison is intended only to show that current temporary sign classifications can be accommodated by more generalized 'sign type' regulation, without regulating sign message.

# Questions?

Development Services Dept.

Planning Division

[Sign.Info@mesaaz.gov](mailto:Sign.Info@mesaaz.gov)