



COUNCIL MINUTES

February 1, 2018

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on February 1, 2018 at 7:30 a.m.

COUNCIL PRESENT

John Giles
David Luna
Mark Freeman
Christopher Glover
Francisco Heredia
Kevin Thompson
Jeremy Whittaker

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Dee Ann Mickelsen
Jim Smith

1. Review items on the agenda for the February 5, 2018 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None.

Items removed from the consent agenda: None.

City Engineer Beth Huning and Water Resources Director Jake West displayed a PowerPoint presentation (**See Attachment 1**) and discussed item 5-o (**Greenfield Water Reclamation Plant (GWRP), Phase III Expansion Guaranteed Maximum Price (GMP) No. 2**) on the Regular Council Meeting agenda.

2-a. Hear a presentation, discuss, and provide direction on a comprehensive update of the City's Sign Code with emphasis on portable signs.

Development and Sustainability Project Manager Angelica Guevara introduced Planning Director John Wesley who displayed a PowerPoint presentation (**See Attachment 2**) related to a comprehensive update of the City's Sign Code with emphasis on portable signs.

Mr. Wesley advised the comprehensive update to the City's sign code involved breaking out the current ordinance into chapters. (See Page 4 of Attachment 2)

In response to a question posed by Vice Mayor Luna, Mr. Wesley explained that Chapter 44 addresses prohibited signs, which outlines the specific sign types that are prohibited and the placement of signs throughout the City.

City Attorney Jim Smith clarified that a state statute was passed that allowed for sign walkers, and therefore, the ability to limit solicitors with signs is very complex and difficult. He advised some cities currently have codes with those type of prohibitions, however, it is unclear how much the ordinance is enforced due to the potential challenges.

In response to questions posed by Mayor Giles, Ms. Guevara advised that under the current code, and in the proposed code, signs placed in the right-of-way are illegal. She stated that political signs are regulated by state statute and therefore the City's sign code will not address political signs placed in a right-of-way unless there is a safety concern.

Development Services Department Director Christine Zielonka commented that the Development Services Department has worked closely with traffic engineers to determine objective criteria for visibility and safety with the placement of political signs. She added that it was determined signs can be placed 15 feet from the curb and at the beginning of every political year candidates and committees are educated on safe locations for signs.

In response to a question posed by Mayor Giles, Ms. Guevara stated the City's sign code will not regulate government speech, therefore any signs for events that are sponsored by the City are allowed.

In response to a question posed by Councilmember Freeman, Ms. Zielonka stated that the City currently does not have the resources available to enforce, issue, and track specific permits for signs; enforcement is generated on a complaint basis.

Ms. Guevara explained that portable signs will not require a permit but some category of signs will need a use permit, such as banners.

Discussion ensued relating to code enforcement capabilities and the resources available.

Ms. Guevara outlined portable sign types and explained that in the past the sign allowances were based on the type of message, however moving forward the allowances will be based on materials, structure type, method of anchoring or attachment, zoning, and size of the parcel or lot. (See Page 7 of Attachment 2)

In response to a question posed by Major Giles, Ms. Guevara explained that any sign regulations by an HOA would be in addition to the City's code and any additional regulations that an HOA may impose would be enforced by the HOA.

In response to a question posed by Major Giles, Ms. Guevara advised that in the proposed sign code each tenant in a large complex is allowed 45 days of banner advertisement. She explained that the draft of the proposed sign code was released for public review and comment.

Discussion ensued relating to expanding the sign posting allowance from 30 days to 45 days and how the proposed sign code affects small businesses.

In response to a question posed by Councilmember Freeman, Ms. Guevara stated air activated signs are currently prohibited and will continue to be prohibited under the new code. She added these types of signs are prohibited as they create a distraction for drivers and are a safety concern.

Councilmember Thompson stated the opinion that a lot of time and money is spent on sign codes, however the reality may be that enforcement won't occur until a complaint is made.

City Manager Christopher Brady advised the City could look at proactive enforcement if there is a persistent, reoccurring problem. He added that a majority of the code officers utilize their time in the neighborhoods where there are health and safety concerns.

In response to a question posed by Councilmember Whittaker, Ms. Guevara advised there is consideration for a tailored sign plan if an application is filed for a special use permit. She stated this would only be considered for signs that are allowed under the sign code.

In response to a question posed by Mayor Giles, Mr. Wesley advised the department has looked at neighboring City's sign codes and have found that every jurisdiction has a different sign code. He advised staff can review a specific specific topic, such as the 45 day posting limit, to see how the City's proposed sign code compares to others.

In response to a question posed by Councilmember Glover, Mr. Wesley explained that by limiting businesses to a specific number of days safety is improved and driver distraction is reduced. He added there are additional concerns regarding the quality of signs after they stay out for too long and the appearance it gives in the community.

Mr. Wesley advised the department will research neighboring jurisdictions on how long signs can be posted in their communities and provide that information to Council.

Mayor Giles commented that it is important to regulate signage and create parameters.

Mr. Wesley concluded his presentation by advising they will take Council's comments into consideration for the revisions moving forward.

Mayor Giles thanked staff for the presentation.

3. Information pertaining to the current Job Order Contracting Projects.

(This item was not discussed by the Council.)

4. Approval of minutes from Executive Sessions held on November 9 and November 20, 2017.

It was moved by Vice Mayor Luna, seconded by Councilmember Glover, that the minutes from Executive Sessions held on November 9 and November 20, 2017 be approved.

Carried unanimously.

5. Acknowledge receipt of minutes of various boards and committees.

5-a. Economic Development Advisory Board meeting held on December 5, 2017.

5-b. Library Advisory Board meeting held on September 19, 2017.

5-c. Human Relations Advisory Board meeting held on December 6, 2017.

5-d. Audit, Finance and Enterprise Committee meeting held on January 11, 2018.

- 5-e. Museum and Cultural Advisory Board meeting held on September 28, 2017.
- 5-f. Housing and Community Development Advisory Board meeting held on December 7, 2017.

Councilmember Thompson asked that the above board minutes be provided to Council in a timely manner.

City Manager Christopher Brady advised staff will work with boardmembers to find a solution.

It was moved by Councilmember Thompson, seconded by Councilmember Glover, that receipt of the above-listed minutes be acknowledged.

Carried unanimously.

6. Hear reports on meetings and/or conferences attended.

Councilmembers Heredia and Freeman: Neighborhood Meeting

Councilmember Heredia: 2018 Regional Unity Walk in Tempe

7. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Monday, February 5, 2018, 4:30 p.m. – Sustainability and Transportation Committee Meeting

Monday, February 5, 2018, 5:15 p.m. – Study Session

Monday, February 5, 2018, 5:45 p.m. – Regular Council Meeting

8. Adjournment.

Without objection, the Study Session adjourned at 8:45 a.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 1st day of February, 2018. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK



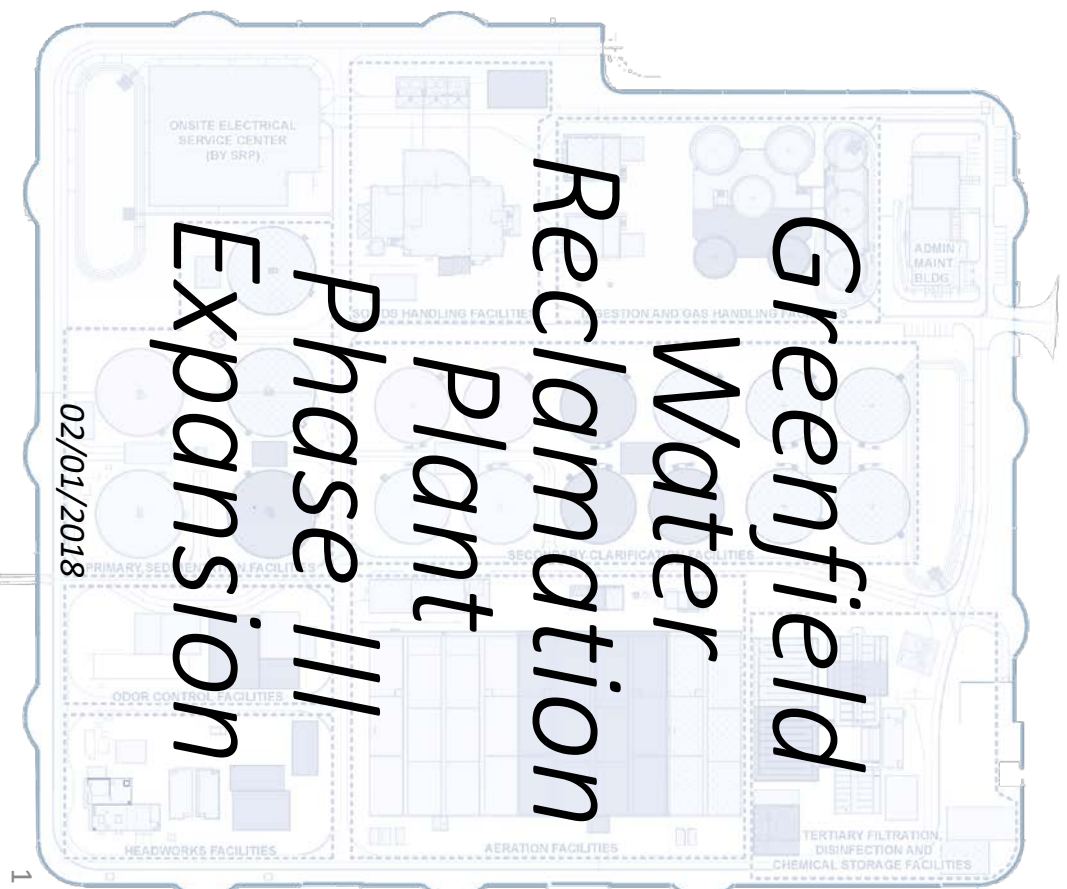
mesa·az
engineering
water



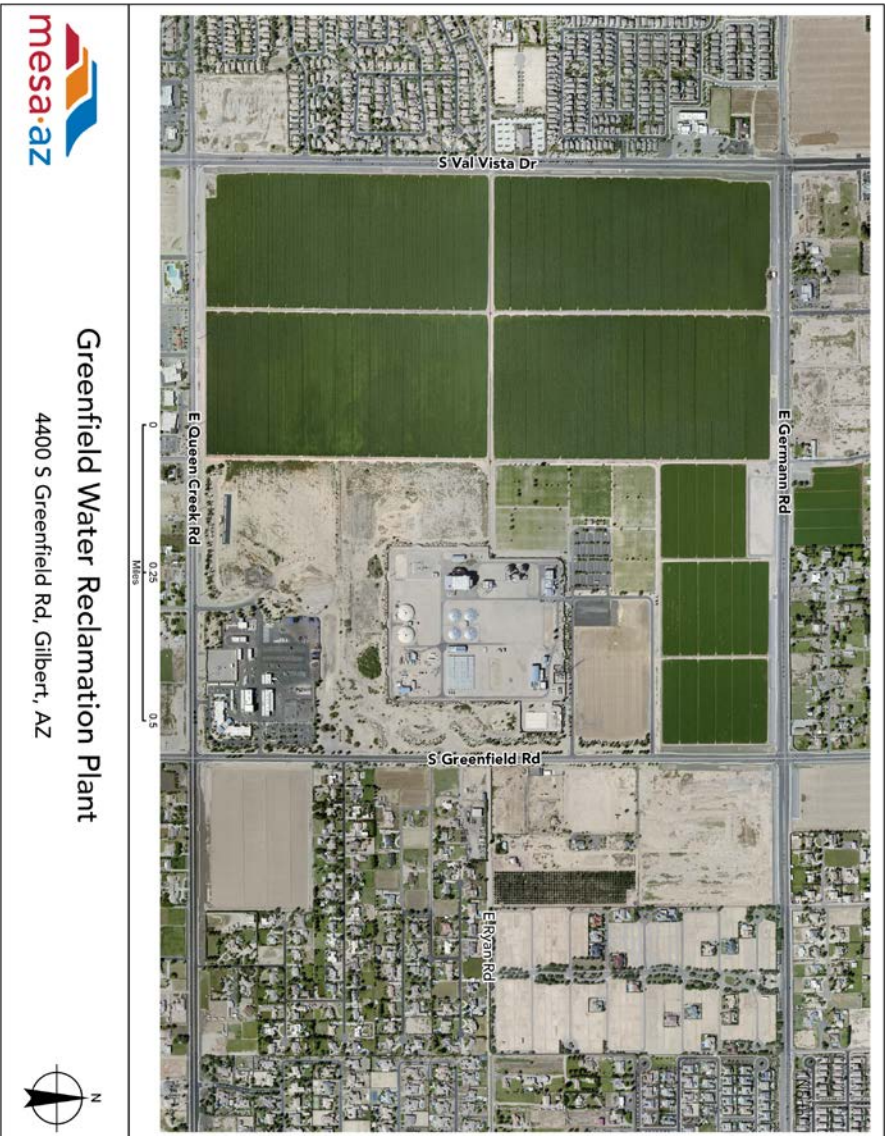
Beth Huning | City Engineer



Jake West | Water Resources Director



Partnership



Total Capacity

| | Liquids (Millions Gallons/Day) | Solids (Millions Gallons/Day) |
|--|--------------------------------------|-------------------------------------|
| Existing | 16 | 24 * |
| Current Upgrade | 30 | 38 |
| Bridgmont treatment facility completed April 2006 | 5.96 | 63.6 |

Expansion Schedule



| | Total | Mesa Share | Date |
|--------------------|---------------|--------------|----------------------|
| GMP #1 | \$46M | \$28M | Sept. 18, 2017* |
| GMP #2 | \$121M | \$72M | Feb. 5, 2018* |
| Total Project | \$206M | \$124M | |
| Ant. Date Online | | | Summer, 2020 |
| Project Completion | | | Fall, 2020 |

* Council approval

QUESTIONS?





Draft Sign Ordinance Update Portable Signs – Part 1 City Council Study Session



February 1, 2018
Angelica Guevara
and
John Wesley

Please send any questions or comments to: signinfo@mesaaz.gov



Sign Ordinance Update

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

Update Objectives

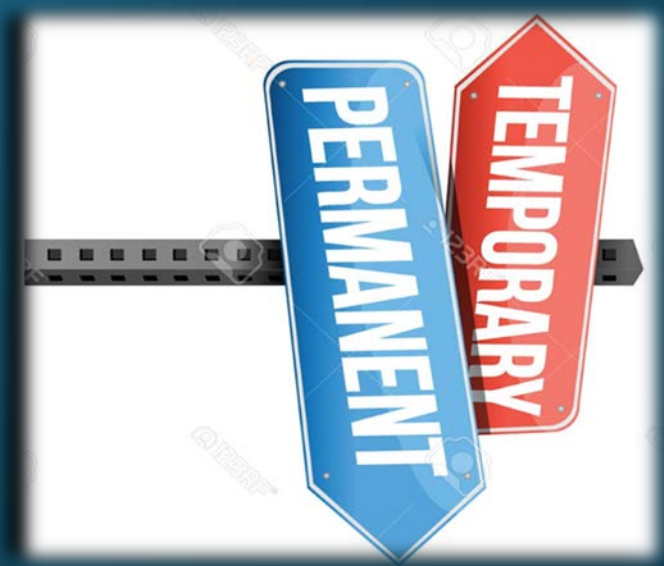
- Reorganize Chapters and Sections
- Update Portable Sign Allowances
 - Remove message-based classifications
- Update Permanent Sign Allowances
 - Design Standards
 - Optional Sign Allowances



Ordinance Chapters

Chapter

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





Chapter 41: Introduction and General Provisions

Findings

Signs Can:

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

Purpose

Sign Ordinance Can:

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



Chapter 41: Introduction and General Provisions (Continued)

Sign Ordinance **Does NOT** Apply to:

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



Portable Sign Allowances

Based on:

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



Fabric Wall Banner



Fabric Detached Banner



Semi-rigid Yard



Rigid A-frame



Detached Rigid



Attached Rigid

Residential Example

Existing:

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



Proposed:

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



Residential Subdivision Example 17 Acres

Existing:

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



Proposed:

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



Detached Rigid



Attached Rigid

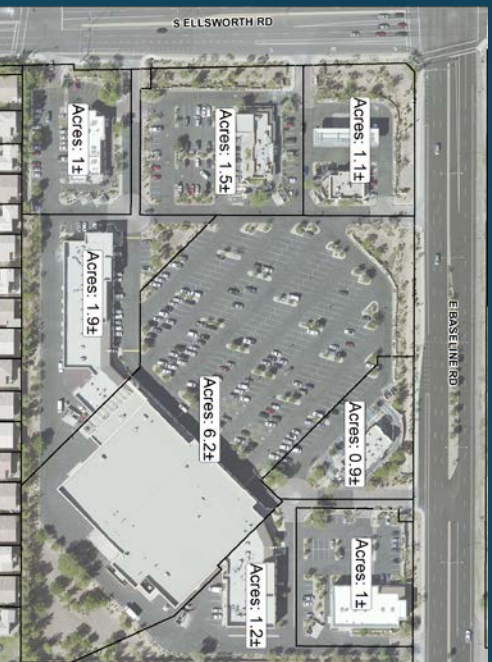


Semi-rigid Yard

Commercial Development Example:

Existing:

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



Proposed:

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



Detached Rigid



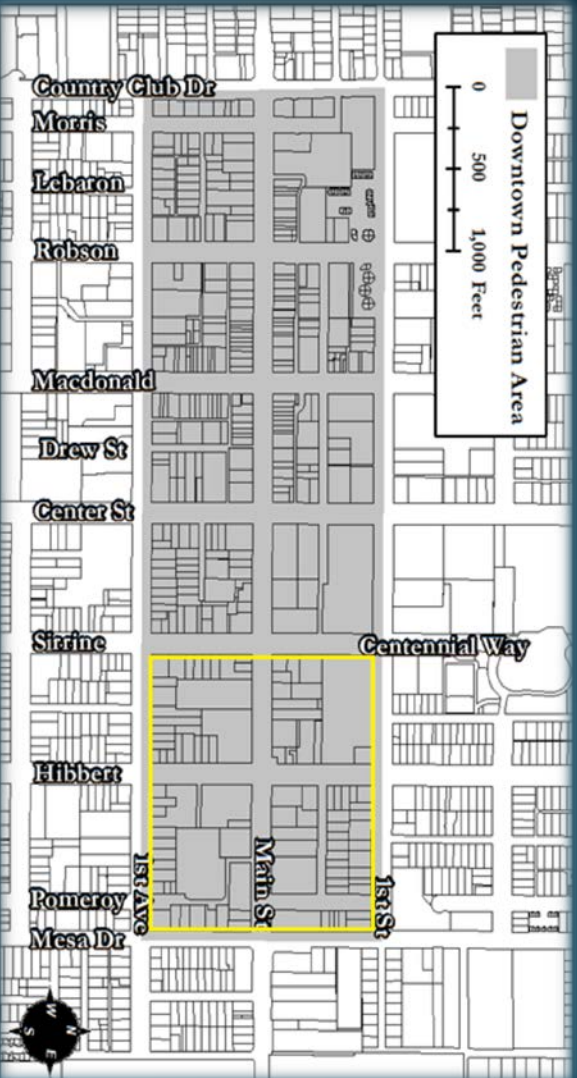
Fabric Wall
Banner



Fabric
Detached
Banner

Downtown Pedestrian Area

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



Fabric Banners



Existing:

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

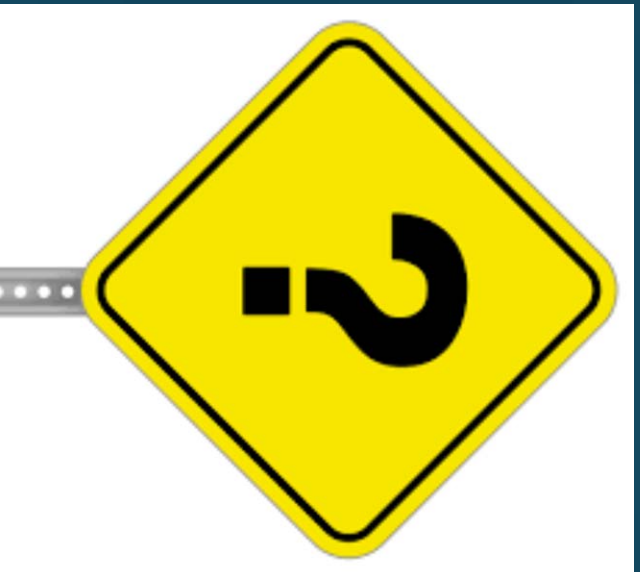
Proposed:

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



Timeline

| | |
|--------------------------------|--|
| December 28, 2017 | Release of the Public Review Draft |
| January to March | Review and Comment Period |
| February 8th | Council Study Session: Permanent Signs |
| February 20 th | General Public Meeting at Fire Station 201 at 360 E. 1 st Street, 6:30 to 7:30 pm |
| February 28 th | Developer's Advisory Forum |
| February to May | Public Hearings with Board of Adjustment, Design Review Board, and the Planning and Zoning Board |
| February to June | Council Study Session(s) and Hearing(s) |



Please send questions or comments to:
signinfo@mesaaz.gov