



# City Council Mesa Zoning Ordinance Billboard Text Amendments

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# Purpose – Proposed Text Amendment

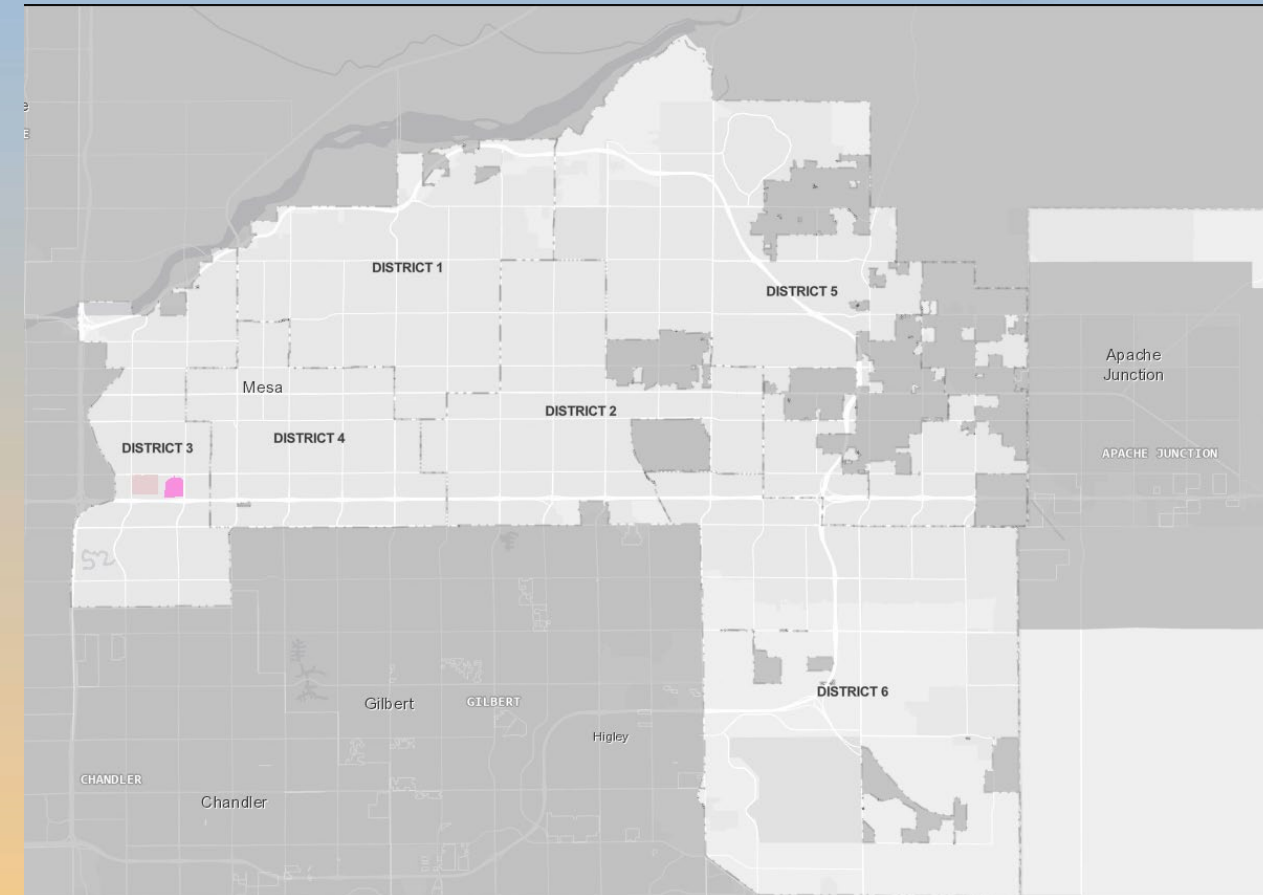
- Create opportunities for:
  - Development/redevelopment of larger sites
  - Partnerships with private organizations - messaging on City activities and public service announcements
- Develop Standards
  - Enhance the City's built environment
  - Respond to the Market





# Site Eligibility

- Recommended Zoning Districts
  - Public/Semi-Public
  - Mixed Use
  - Infill Development District 2
- Site = 50 acres or greater
- Freeway Frontage = Min. 1,500 feet





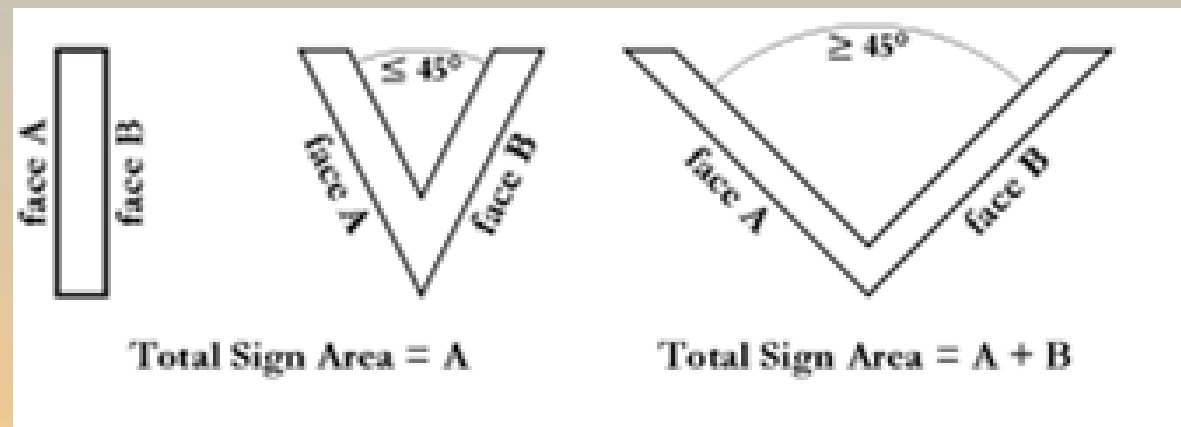
# Location Standards

- Placed within 250 feet of the freeway
- Setback from residential zone or use (unless part of a mixed-use development) = 500 feet
- Separation from another billboard = 1,200 feet
  - Includes billboards in adjacent communities
  - Includes billboards that are existing or proposed
- Separation from existing or proposed Freeway Landmark = 1,200 feet



# Number and Size Standards

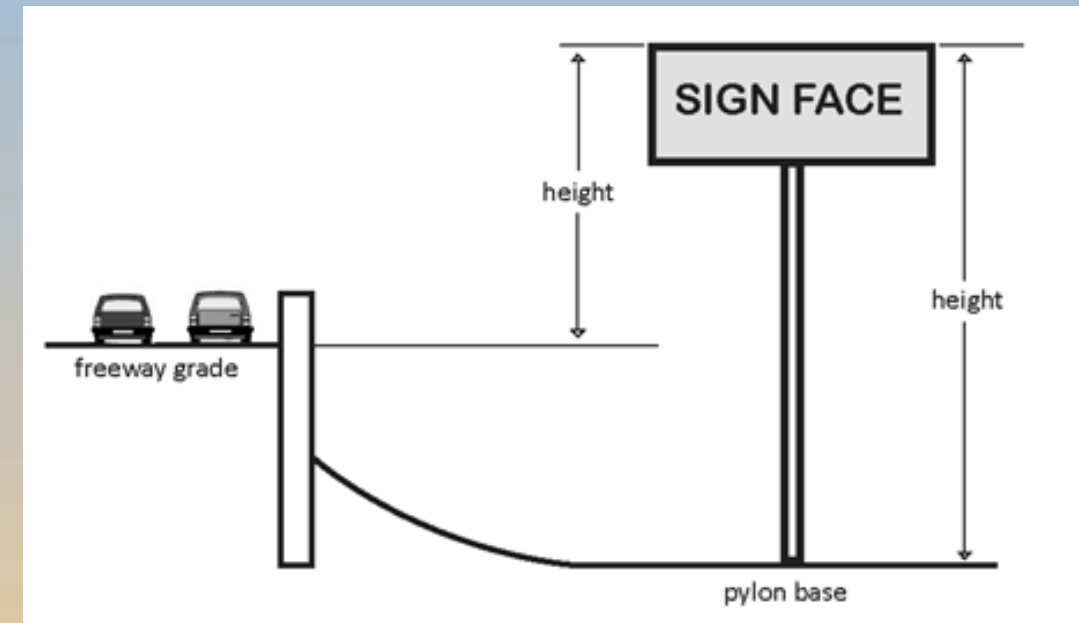
- Maximum Number = 2 billboards per site
- Maximum sign area/face = 672 square feet + 20% for embellishment





# Height Standards

- Maximum Height
  - 48 feet above the adjacent freeway grade or elevation
  - Inclusive of all embellishments or attachments
  - No more than 70 feet above the site's finished grade





# Digital Display Standards

- Network time and federal, state, and local public service announcements required
- No animation, flashing, blinking, or moving lights
- Display may not change sooner than every 8 seconds
- No transition allowed between copy/message



# Illumination Standards

- Dimmers on all digital billboards from sunset to 11:00 p.m. (maximum of 300 nits)
- All illumination extinguished from 11:00 p.m. to sunrise
- All illumination standards apply to static billboards





## Process

- Billboard Overlay District
- City Council/Legislative Approval (Rezoning)
  - Discretion for each case
  - No Ordinance Sunset
- Development Agreement
  - Public Service Announcement content
  - With Property Owner
  - With Billboard Owner



# Staff Recommendation

***Staff recommends that the City Council adopt the proposed Mesa Zoning Ordinance Billboard text amendments***

Planning and Zoning Board Recommendation:  
Approval of the MZO text amendments (Vote 5-0)



Questions?

