



City of Mesa Off-Premise Signs (Billboards)

**City Council Study Session
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Mary Kopaskie-Brown, Planning Director
Rachel Nettles, Assistant Planning Director



What is an Off-Premise Sign?

- Also Known as a “Billboard” or Off-Site Advertising
- Includes Information on a business, activity, commodity, service, product, or entertainment not conducted, sold or offered on the premises/site





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





Comparison with Surrounding Jurisdictions





Comparison with Surrounding Jurisdictions

Prohibited (not including County carve-out sites/properties):

- Chandler
- Gilbert
- Scottsdale
- Queen Creek
- Apache Junction

Permitted:

- Maricopa County
- Pinal County
- Surprise
- Glendale
- Tempe
- Phoenix



Maricopa County

- Used as a guide for recommendations related to:
 - Site Eligibility
 - Location Standards
 - Number and Size Standards
 - Digital Display Standards



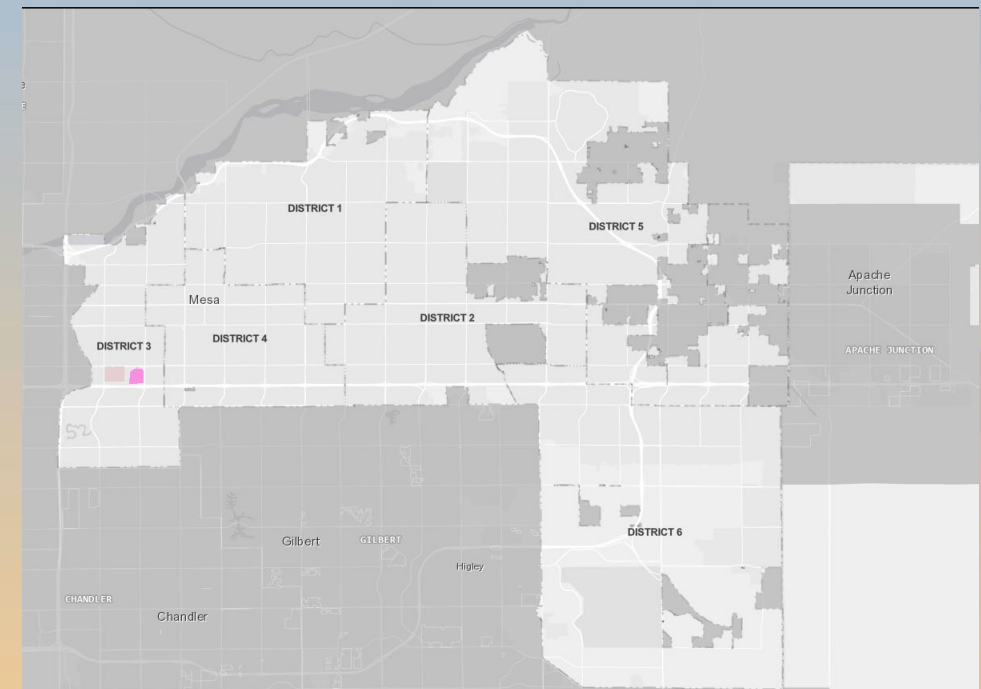
Proposed Text Amendments





Proposed 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





Proposed Location Standards

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



Proposed Number and Size Standards

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



Proposed 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
- 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



Recommended Process

- Create Billboard Overlay District
 - City Council/Legislative Approval (Rezoning)
 - Discretion based on each case
 - Potential Ordinance Sunset
- Development Agreement
 - Public Service Announcement content
 - With Property Owner
 - With Billboard Owner
- Outreach with Impacted Property Owners



Questions?





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