

Summary of Input - Planning and Zoning Board January 24, 2024 Study Session

No.	P&Z Board Questions	Summary of Response
1	What is the rationale for other jurisdictions prohibiting billboards?	Visual impacts are typical reasons jurisdictions prohibit billboards.
2	Is it common for conventional billboards to have a "go dark" time?	Yes This would be the requirement for all billboards to protect the dark sky.
3	Has there been a public input session on billboards?	Staff has presented at City Council. We have reached out to property owners that are likely to be impacted by the ordinance. Through the public hearing process at P&Z and City Council, additional input will be received.
4	Regarding the 1,200 foot separation requirement between billboards and freeway monument signs, do we know how this compares to Maricopa County?	Maricopa County requires 1,000' separation within 3 miles of a jurisdiction. Outside of 3 miles, there is a 3,000' separation requirement.
5	Regarding the 250' setback from freeways, how does that compare to Maricopa County?	Maricopa County has a 300' setback from freeways.
6	Regarding the 500' separation from residential. If a billboard is proposed, will residents have a chance to object to the billboard?	Because a billboard would require an overlay it would require a rezoning. This public hearing process will allow the residents to weigh in any proposed change.
7	Regarding the minimum 50-acre site requirement, would this need to be the same owner?	The proposed text amendments state that it must be the same owner.
8	What was City Council's feedback on this proposal?	City Council directed staff to reach out to property owners who may be affected. Council had additional questions about lighting and separation requirements. Overall, they were in support of the proposal as it would assist in the redevelopment of some properties.
9	Does lighting limitations apply to static billboards?	Staff made the adjustment to capture both.
10	The map is showing only Mesa Community College and Fiesta as being eligible for the overlay, would be many more sites?	At this time, the proposed overlay would only be eligible for these sites based on the proposed criteria.
11	There are some public/semi-public districts, possibly owned by the state or flood control district, would these be eligible for a billboard overlay?	Other parcels do not meet the various criteria established in the proposed ordinance including size requirements. Staff reviewed area along the 202.
12	We should take a look at more narrowly defining residential (so residents of all housing types are protected from billboards).	The 500 foot separation requirement is the same for Single Residence (RS), Multiple Residence (RM), and Small Lot Residential (RSL) zoning districts and uses. Only residential approved with a mixed-use development would be able to encroach into the 500 foot separation.
13	Will this ordinance include design guidelines/standards? Can we review to see if they relate to the structure of the billboard sign.	Staff researched different (local and national) jurisdictions billboard standards for design guidelines No design guidelines were identified as it relates to structural design. At this time, staff is not recommending design guidelines but will work with the billboard companies through the permitting process to determine the design for the billboard.
14	What is a freeway landmark sign?	A freeway landmark sign is a pylon sign. For example, the pylon sign at Dana Park is a freeway landmark sign.

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15	Why would we have an ordinance sunset?	Staff has reviewed and considered the sunset clause and at this time it is not included in the draft ordinance.
16	Are their ordinances that require a higher quality of design for billboards?	Staff researched different (local and national) jurisdictions billboard standards for design guidelines No design guidelines were identified as it relates to structural design. At this time, staff is not recommending design guidelines but will work with the billboard companies through the permitting process to determine the design for the billboard.
17	We should take a look at incorporating design guidelines/standards into the text amendment...there are a lot of them that look really nice.	Staff researched different (local and national) jurisdictions billboard standards for design guidelines No design guidelines were identified as it relates to structural design. At this time, staff is not recommending design guidelines but will work with the billboard companies through the development agreement/inter-governmental agreement and permitting process to determine the design for the billboard.
18	Would any of the large sites along State Route 24 be eligible for the billboard overlay?	Staff has confirmed through our GIS analysis, no other sites qualify at this time as they do not meet all of the eligibility criteria.
19	Would the property owner own the billboard?	It is common for a property owner to lease the land to the billboard company. The billboard company will manage the sign and the display.
20	Who controls what's on the billboard - the digital content?	A development agreement or inter-governmental agreement will be required with the rezoning. Public Service Announcement content will be coordinated through the City's Communication Team.
21	There are properties along the 202--McDowell through Brown that would seem to be eligible. Are they?	Staff has prepared a "Potential Sites" map showing other parcels that could potentially qualify. Many of those sites are within the county. https://maps.mesaaz.gov/portal/apps/mapviewer/index.html?webmap=f3bdcfb44b3c4d11b7d2f2ffd75791be
22	There are properties near the Gateway Airport that may be eligible--particularly those zoned public / semi-public. Are they?	There are large parcels near Gateway Airport. Those sites either do not meet the zoning criteria or they are within the county. https://maps.mesaaz.gov/portal/apps/mapviewer/index.html?webmap=f3bdcfb44b3c4d11b7d2f2ffd75791be