

# **Mesa Community College**

## **Billboard District Overlay - Project Narrative**

### **Submitted by:**

Pew & Lake, PLC.

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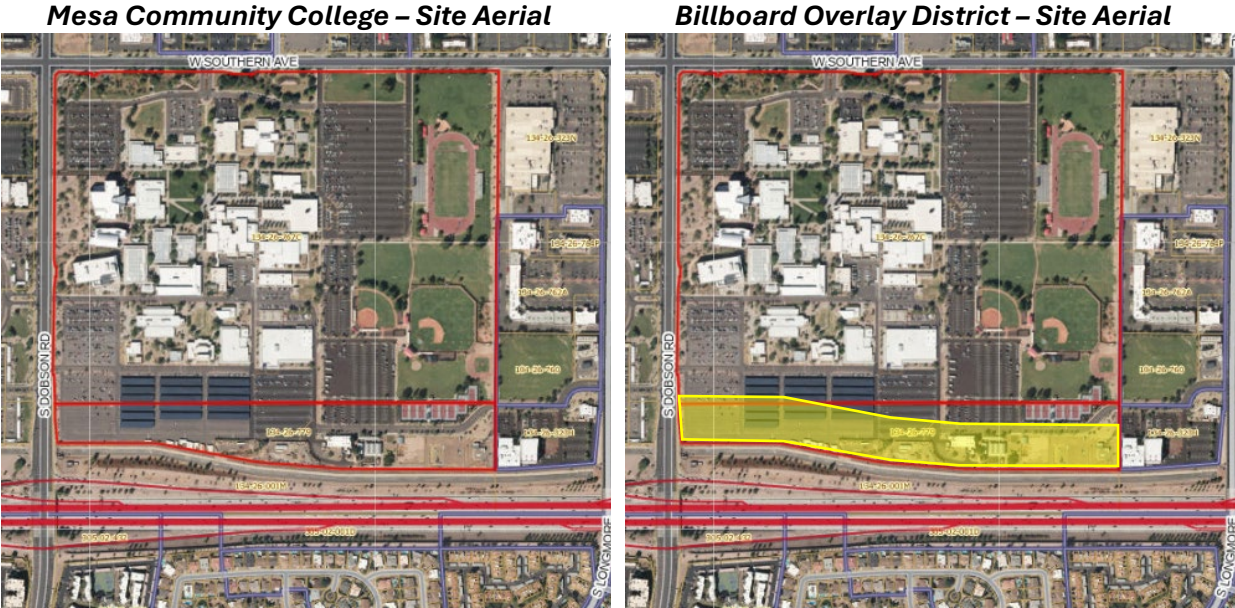
### **On Behalf of:**

Maricopa Community College District

**September 26, 2024**

# Introduction

Pew & Lake, PLC. on behalf of our clients, Maricopa County Community College District and Mesa Community College, is pleased to submit this project narrative and related exhibits in support of a proposed Billboard Overlay District request. The subject site is located on the southeast corner of Dobson Road and Southern Avenue. Furthermore, the site is identified as Maricopa County Assessor parcel numbers 134-26-767C & 134-26-779, which collectively totals approximately 134 acres. The proposed Billboard Overlay District will allow for the Billboards to be located on the southernmost 250-feet of the Mesa Community College Campus adjacent to the US 60 Freeway. The images below outline the MCC Campus in red. Although the Billboard Overlay District will be applied to the entire site, Billboards can only be located within the area shaded in yellow, the exact Billboard location can be seen on the included Site Plan.



## Compliance with Chapter 25 – Billboard Overlay District

Per **Section 11-25-1** of the MZO, “The purpose of the Billboard Overlay District is to encourage the development or redevelopment of large or underutilized sites near a Freeway while conserving and promoting public health, safety, and general welfare. The Billboard Overlay District promotes an aesthetically pleasing environment while minimizing distractions for motorists through regulations limiting the location, number, size, and height of Billboard, and requiring spacing, illumination, maintenance, and other development standards for Billboards”. In compliance with **Section 11-25-4**, the subject site does not request any deviations from the development standards.

The development team has carefully reviewed the intent of the Billboard district and complies with the standards set forth in Chapter 25. For example, the locations of the Billboards are adjacent to the US 60 and are high-quality and aesthetically pleasing LED Billboards. Distractions are minimized for motorists by using cutting edge LED Technology, which is only visible to the adjacent traffic lanes. This technology includes vertical and horizontal louvers that block any light trespass onto nearby

properties as well as preventing light trespass in keeping with the applicable dark sky regulations. The height of the top of the Billboards is proposed 60-feet, and the Billboards are spaced more than 1,200 feet apart at their closest points. Maricopa County Community College District, or its designee, will provide maintenance in accordance with **Section 11-25-5.C** at all times.

Per **Section 11-25-2** of the MZO, “The Billboard Overlay District shall only be used in conjunction with the Infill Development District-2 (ID-2), Public and Semi-Public District (PS), or Mixed-Use District (MX)”. The subject site is zoned PS.

Per **Section 11-25-3** of the MZO, to be eligible for a Billboard Overlay District, a site must meet the requirements of this Section.

**A. Minimum Site Area.**

1. The site must be at least fifty (50) acres in size.
  - ✓ **The site is approximately 134 acres in size.**
2. This requirement may be met by one parcel of land fifty (50) acres or more in size, or a combination of adjoining parcels of land under the same ownership, that are not separated by a right-of-way dedicated to the City, that are collectively fifty (50) acres or more in size.
  - ✓ **This requirement is met by combining two adjoining parcels under the same ownership. The parcels are not separated by a right-of-way dedicated to the City.**

**B. Minimum Freeway Frontage.** The site must have a minimum of 1,500 feet of frontage along a Freeway.

- ✓ **The subject site has approximately 2,562 feet of frontage along US 60.**

The table below identifies how the subject site complies with the Development Standards for Billboards set forth in **Section 11-25-4**.

Development Standard Section 11-25-4	MCC Billboard Overlay District Compliance
<b>Setback Requirements</b>	
<b>Minimum Setback from Freeway:</b> The minimum setback to a Freeway right-of-way is zero (0) feet, distance measured from the nearest edge of the Billboard face to the nearest edge of the Freeway right-of-way.	Complies. 0 ft. See plans.
<b>Maximum Setback from Freeway:</b> A Billboard must be located within 250 feet of a Freeway right-of-way, distance measured from the furthest edge of the Billboard face to the nearest edge of the Freeway right-of-way.	Complies.
<b>Encroachment into Right-of-Way Prohibited:</b> No portion of a Billboard shall overhang or encroach into the right-of-way.	Complies.

Development Standard Section 11-25-4	MCC Billboard Overlay District Compliance
<b>Spacing Requirements</b>	
<p><b>Billboards or Freeway Landmark Monuments:</b>            No portion of a Billboard may be placed within 1,000 feet of another Billboard or Freeway Landmark Monument, including Billboards and Freeway Landmark Monuments located in neighboring jurisdictions, distance measured from the nearest edge of the Billboard face to the nearest edge of the nearest billboard face or Freeway Landmark Monument face.</p>	Complies. See site plan.
<p><b>Residential Zoning District or Residential Use:</b>            No portion of a Billboard may be visible within 500 feet of a Residential Zoning District (RS, RSL, or RM) or residential use unless the residential use is part of a mixed-use development.</p>	Complies.
<b>Number and Size Requirements</b>	
<p><b>Maximum Number:</b>            No more than two (2) Billboards are permitted within a Billboard Overlay District.</p>	Complies.
<p><b>Billboard Sign Area</b></p> <p>a. maximum Sign Area. The maximum sign area of a Billboard is limited to 672 square feet per sign face.</p> <p>b. Sign Area Dimensions. The maximum vertical dimension of a Billboard’s sign face is fourteen (14) feet and the maximum horizontal dimension of a Billboard’s sign face is forty-eight (48) feet.</p> <p>c. Back-to-Back. Back-to-Back are permitted with the maximum sign area allowed for each face as shown on Figure 11-25-4.C.2.</p> <p>d. “V” Shaped Billboards.</p> <p>i. A Billboard may be “V” shaped, provided the interior angle between the two sign faces is forty-five (45) degrees or less.</p>	<p>Complies. Signs are 672 sq. ft.</p> <p>Complies. Signs are 14 ft. by 48 ft.</p> <p>Complies. Each sign face is 672 sq. ft.</p> <p>Complies. The proposed angle is 30 degrees.</p>

Development Standard Section 11-25-4	MCC Billboard Overlay District Compliance
<ul style="list-style-type: none"> <li>ii. If the angle between the two (2) sign faces is greater than forty- five (45) degrees, the sign area is the sum of the areas of the two (2) sign faces as shown on Figure 11-25-4.C.2.</li> <li>e. Embellishments. A Billboard’s maximum sign area may be exceeded by up to 20% by a Billboard embellishment.</li> <li>f. Standards of Measurement for Billboards and Embellishments. Billboards and embellishments shall be measured by the smallest square, rectangle, triangle, circle or combination of the smallest square, rectangle, triangle, or circle that will encompass the entire Billboard or the entire embellishment, excluding base or apron supports, pylons, and other structural parts.</li> </ul>	<p>Complies</p> <p>Complies.</p> <p>Complies.</p>
<b>Billboard Height</b>	
<ul style="list-style-type: none"> <li>a. Forty-eight (48) feet, as measured from the grade of the adjacent Freeway’s main travel lanes to the highest point of the Billboard, including embellishments and attachments (see Figure 11-25-4.C.3); and</li> <li>b. Seventy (70) feet, as measured from the base of the Billboard pylon to the top of the highest component of the Billboard (see Figure 11-25-4.C.3).</li> </ul>	<p>Complies. The proposed height is 60-feet measured from the grade for each Billboard.</p>
<b>Auditory Effects</b>	
<p>Auditory effects, including music, are prohibited as part of any Billboard.</p>	<p>Complies. Billboard will not have any auditory effects.</p>
<b>Electronic Billboard Requirements</b>	
<p><b>Copy Change:</b> Copy must not change more than once every eight (8) seconds.</p> <p><b>Message Animation:</b></p> <ul style="list-style-type: none"> <li>a. Animation, video, flashing, blinking, or moving lights are prohibited.</li> <li>b. In the transition between copy, there must not be any sense of movement from one message to the next.</li> </ul>	<p>Acknowledged. Billboards will comply.</p> <p>Acknowledged</p>

Development Standard Section 11-25-4	MCC Billboard Overlay District Compliance
<p><b>Malfunction:</b> An electronic Billboard must contain a default design mechanism that freezes copy in one (1) position if a malfunction occurs.</p>	<p>Acknowledged. Billboards will comply.</p>
<p><b>Lighting Controls:</b></p>	
<p><b>1. Electronic Billboards.</b></p> <p>a. Evening Illumination. Illumination of electronic Billboards must not exceed 300 nits in full white mode in evening hours (from sunset until 11:00 p.m.).</p> <p>b. Automatic Dimming. Electronic message panels must include automatic lighting control technology to dim, control, and vary the intensity of the display based on ambient light conditions (e.g. daytime, nighttime, partial shade, or cloudy conditions) through a photoelectric sensor that detects ambient light levels and automatically adjusts the display intensity to ensure compliance with the maximum nit levels in this Section.</p> <p><b>2. Nighttime Illumination.</b> All electronic and non-electronic Billboard illumination must be extinguished in nighttime hours (from 11:00 p.m. until sunrise), except for amber alerts and emergency messaging.</p>	<p>Acknowledged. Billboards will comply</p> <p>Acknowledged. Billboards will comply.</p> <p>Acknowledged. Billboards will comply</p>

## Conclusion

As noted above, the proposed Billboards comply with the regulations of Chapter 25 MZO. Moreover, the design team has given thoughtful consideration to the location and design of the Billboards. The development team has produced the included Site Plan which clearly demonstrates compliance and complements the intent of the Billboard Overlay District. The applicant looks forward to bringing these two Billboards to Mesa Community College to assist in revenue for Mesa Promise Program.