



**PLANNING DIVISION  
STAFF REPORT**

**Planning and Zoning Board**

**November 13, 2024**

CASE No.: **ZON24-00767**

PROJECT NAME: **MCC Billboards**

Owner's Name:	Maricopa County Community College District ("District")
Applicant's Name:	Reese Anderson, Pew and Lake PLC
Location of Request:	Located at the southeast corner of South Dobson Road and West Southern Avenue.
Parcel No(s):	134-26-767C, 134-26-779
Request:	Rezone from Public and Semi-Public (PS) to Public and Semi-Public with a Billboard Overlay (PS-BO) to allow for two billboards.
Existing Zoning District:	PS
Council District:	3
Site Size:	134.5± acres
Proposed Use(s):	Billboards
Existing Use(s):	Mesa Community College
Hearing Date(s):	November 13, 2024 / 4:00 p.m.
Staff Planner:	Josh Grandlienard, AICP, Senior Planner
Staff Recommendation:	APPROVAL with Conditions

**HISTORY**

On **January 8, 1966**, Mesa City Council approved the annexation of 170± acres of land, including the project site, into the City of Mesa and established Limited Commercial (C-2) (equivalent to current Limited Commercial [LC]) zoning on the property (Annexation 151, Ordinance No. 508).

On **July 29, 1991**, Mesa City Council approved a rezone of 145± acres, including the project site, from LC to Public and Semi-public (PS) for the use of the property for Mesa Community College (Case No. Z91-018, Ordinance No. 2621).

## PROJECT DESCRIPTION

### **Background:**

The applicant is requesting a rezone of the 134.5± acre property from Public and Semi-Public (PS) to Public and Semi-Public with a Billboard Overlay (PS-BO) to allow for two billboards on the southern side of the Mesa Community College campus along US Highway 60.

The intent of the proposed billboards is to provide the District with off-site advertising, which will benefit the City's education and workforce goals and initiatives. The City and the District are entering into an Intergovernmental and Development Agreement (as required by Section 11-25-6 of the Code) that will, in part, ensure the revenue generated by the billboards is used to provide financial support to participants of the City's Mesa College Promise Program or other similar program to attend Mesa Community College or other colleges of District.

### **General Plan Character Area Designation and Goals:**

The Mesa 2040 General Plan Character area designation on the property is Specialty with an Educational Campus Sub-type and a Transit District with a Corridor Sub-type. Per Chapter 7 of the General Plan, the primary focus of the Educational Campus Character Type is typically for high school and college campuses and associated athletic facilities and may have large buildings set in parking lots. This sub-type also includes junior high and/or elementary schools located adjacent to a high school and form a large campus area. The application is a Billboard Overlay for the existing PS zoning district on this site, which is consistent with the required zoning designations per Chapter 7 of the Mesa 2040 General Plan.

In summary, staff finds that the Proposed Project conforms to the goals of the Mesa 2040 General Plan and meets the development review criteria outlined in Chapter 15 (pg. 15-1).

### **Zoning District Designations:**

The request is to rezone the subject property from PS to PS-BO. Per Section 11-25-1 of the MZO, the purpose of the BO overlay 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 Billboards, and requiring spacing, illumination, maintenance, and other development standards for Billboards.

### **Surrounding Zoning Designations and Existing Use Activity:**

<b>Northwest</b> (Across Southern Ave.) LC Commercial	<b>North</b> (Across Southern Ave.) LC & RM-4 Commercial & Multiple Residence	<b>Northeast</b> (Across Southern Ave.) LC Commercial
<b>West</b> (Across Dobson Rd.) NC & LC Banner Hospital	<b>Project Site</b> PS Mesa Community College	<b>East</b> LC, LC-BIZ, and GC Commercial & Educational Uses

<b>Southwest</b> (Across US 60 HWY) RM-4-PAD Multiple Residence	<b>South</b> (Across US 60 HWY) RM-4-PAD, RS-6-PAD, and RM-2-PAD Multiple Residence & Single Residence	<b>Southeast</b> (Across US 60 HWY) RM-2-PAD Multiple Residence
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**Compatibility with Surrounding Land Uses:**

The Mesa Community College currently occupies the project site. North of the site are commercial uses and a multiple residence development. Northwest and east of the site are various commercial uses. West of the site is the existing Banner Hospital. South of the site across US Highway 60 are multiple and single residential uses.

**Billboard Overlay– MZO Article 3, Chapter 25:**

The applicant is requesting a Billboard Overlay to allow for the installation of two electronic billboards along the US 60 freeway. Per Section 11-25-3 of the MZO, the minimum size for a proposed Billboard overlay is 50 acres and the proposed overlay of 134.5± acres meets this requirement. Per the submitted site plan, billboard #2 will be placed approximately 40 feet west of the MCC Performing Arts Center and billboard #1 will be placed approximately 1,000 feet west of billboard #2. Both billboards will be setback approximately one foot from ADOT right-of-way.

Per the submitted elevations, both billboards will be 60 feet in height which complies with the maximum height requirements of Section 11-25-4(D)(3) of the MZO.

Per Section 11-25-4(C)(2) of the MZO, no portion of a billboard may be placed within 500 feet of a residential zoning district or use unless a line-of-sight or balloon test is provided that demonstrates that the billboard will not be visible from the residential zoning district or use. Per the site plan, billboard #1 will be located approximately 478 feet from a Single Residence-6 district to the south and billboard #2 will be located approximately 461 feet from a Multiple Residence-2 district to the south. The applicant provided a line-of-sight study demonstrating that neither billboard is visible from the residential properties south of the project site across the US 60 freeway.

All of the design aspects of the proposed billboards comply with the requirements of Chapter 25 of the MZO.

**Development Agreement or Intergovernmental Agreement:**

Per Section 11-25-6 of the MZO, a development agreement or an intergovernmental agreement is required with each Billboard Overlay. An associated Intergovernmental and Development Agreement will be presented to the City Council at the same hearing as the subject zoning case.

**Neighborhood Participation Plan and Public Comments:**

The applicant completed a Citizen Participation Process which included mailing letters to property owners within 1,000 feet of the site as well as HOAs within ½ mile or registered neighborhoods within one mile of the site.

Staff has not received any comments in opposition or support of the proposed project at time of writing this staff report. Staff will provide the Board with any new information during the scheduled Study Session on November 13, 2024.

**Staff Recommendation:**

Staff finds the subject request is consistent with the Mesa 2040 General Plan and complies with the requirements for Billboard Overlay outlined in Chapter 25 of the MZO.

Staff recommends approval with the following **Conditions of Approval:**

1. Compliance with the final site plan, elevations, and light analysis submitted.
2. Execute and comply with the Intergovernmental and Development Agreement, DA24-00035, and all future amendments to it.
3. Compliance with all City development codes and regulations.

**Exhibits:**

- Exhibit 1 – Staff Report
- Exhibit 2 – Vicinity Map
- Exhibit 3 – Project Narrative
- Exhibit 4 – Site Plan
- Exhibit 5 – Billboard Elevation
- Exhibit 6 – Line-of-Sight Study
- Exhibit 7 – Light Analysis
- Exhibit 8 – Citizen Participation Plan
- Exhibit 9 – Citizen Participation Report
- Exhibit 10 – Power Point Presentation