



City of Mesa Billboards

**Planning & Zoning Board
February 14, 2024**

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Purpose – Proposed Text Amendment

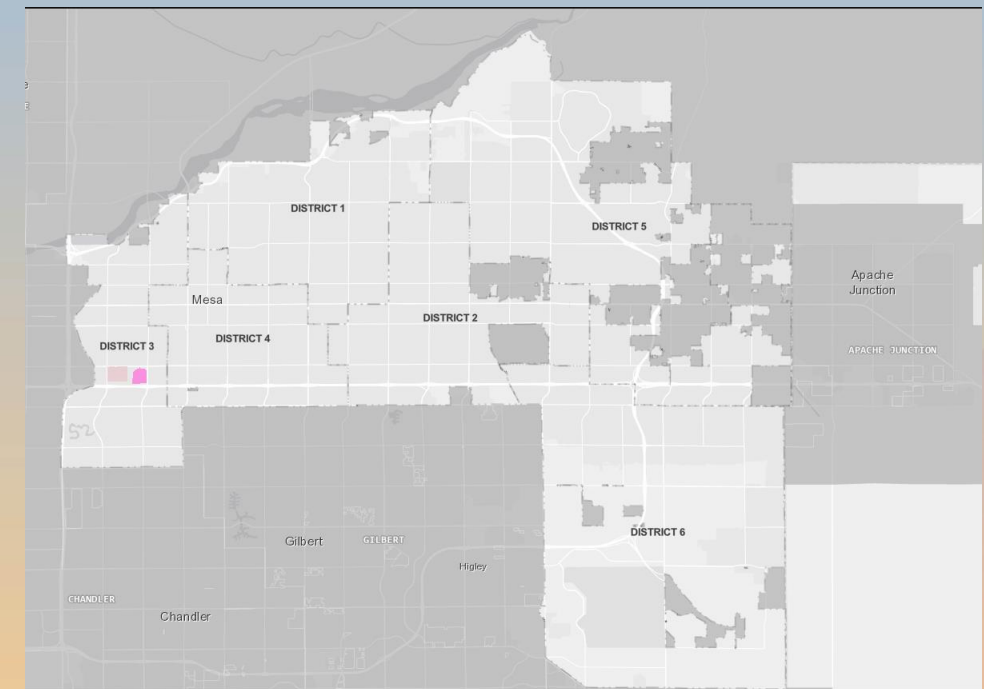
- Create opportunities for:
 - Development/redevelopment of larger sites
 - Partnerships with private organizations - messaging on City activities and public service announcements
- Develop Standards
 - Enhance the City's built environment
 - Respond to the Market





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





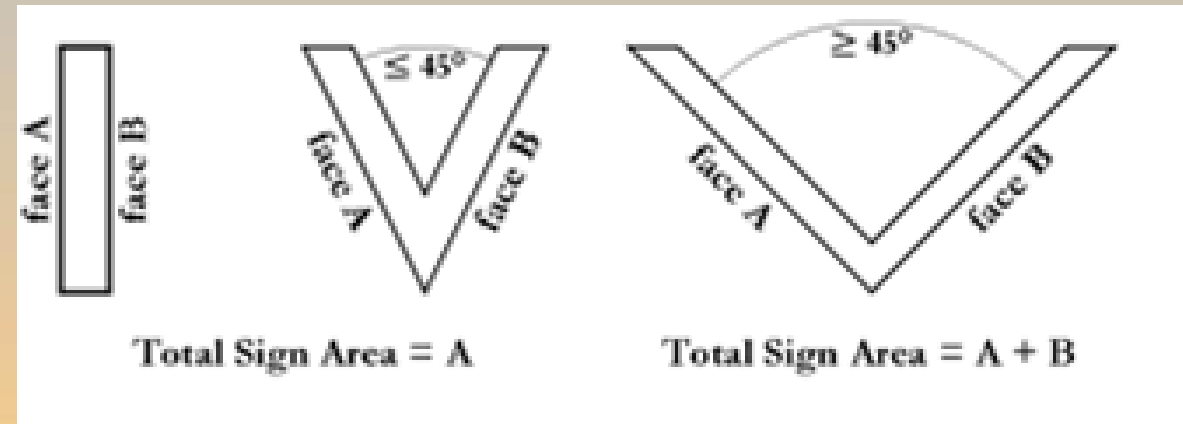
Location Standards

- 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

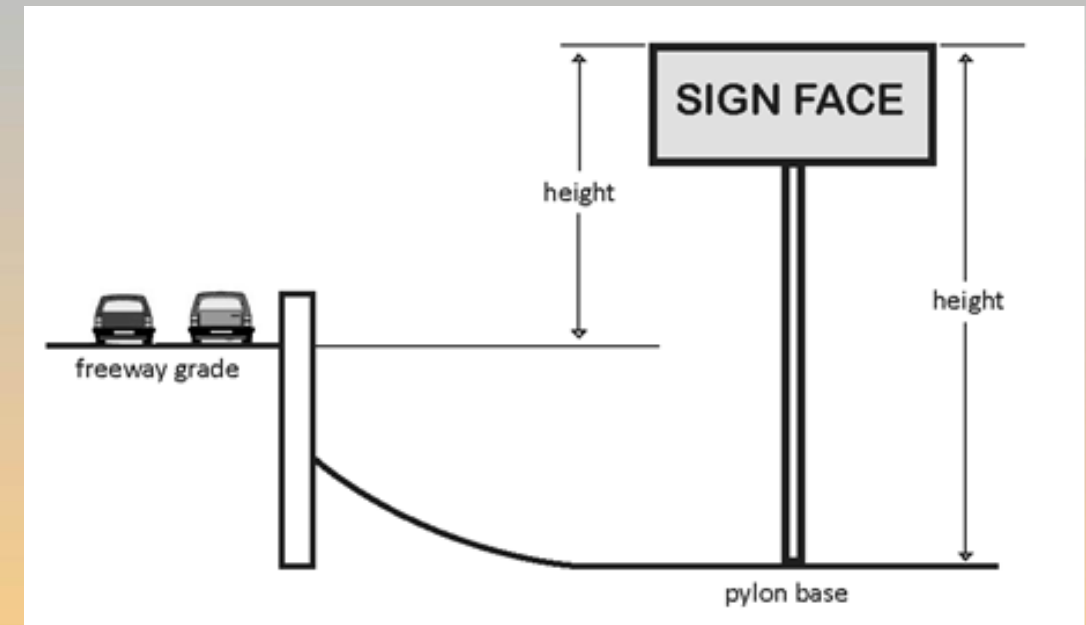
- Maximum Number = 2 billboards per site
- Maximum sign area/face = 672 square feet + 20% for embellishment





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

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



Study Session Follow-Up

- Why are billboards prohibited? Reduce visual impacts
- Separation – 1200 feet – Maricopa County ranges 1,000-3,000 feet
- Highway Setback – 250 feet – Maricopa County 300 feet
- Public Input – Hearings at Planning and Zoning Board and City Council
- 500-foot separation from residential – public input during the rezoning/overlay process
- Residential setback applies to (RS), (RM), (RSL) zoning districts/uses
- 50-acre site – same owner required
- City Council feedback – outreach with property owners, lighting and separation



Study Session Follow-Up

- Go dark times – consistent with other jurisdictions – protect night sky
- Lighting of static billboards – restrictions for dark
- Other sites seem to be eligible – rechecked by staff (do not meet criteria or in the County)
- Design Standards – researched – none in other jurisdictions – work through DA and permitting process
- Freeway Landmark Sign defined
- Ordinance Sunset – not included
- Ownership of the Billboard – relationship with property owner and billboard company



Staff Recommendation

Staff recommends that the Planning and Zoning Board provide a recommendation that the City Council adopt the proposed Mesa Zoning Ordinance Billboard text amendments



Thank You

