

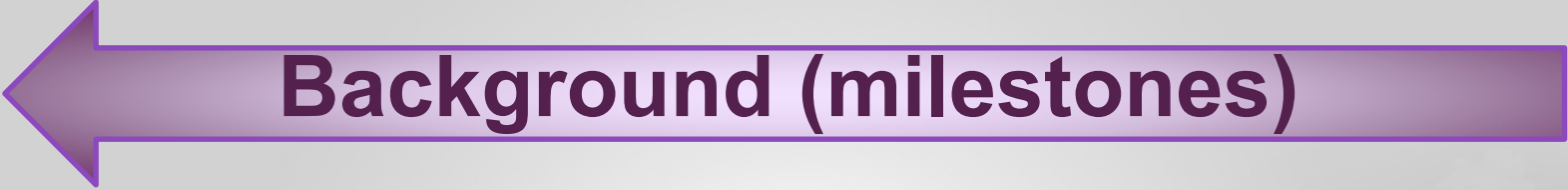


Billboard Signs FS21-147

City Council
October 19, 2021

Topics of Discussion

- **Sign Code Background**
- **Proposed code language**
- **Timeline**
- **Questions or Comments**



Background (milestones)

- April 2015 through March 2018: Overhaul of the city's Sign Code
- March 6, 2018: City Council approval of the new Sign Code
- April 5, 2018: New Sign Code goes into effect
- December 2020: Recent approval of the LDO
- May 12, 2021: Outreach meeting
- July 15, 2021: Planning and Zoning Commission
- August 17, 2021: City Council continuance
- September 21, 2021: City Council Work Session

Proposed Text

(Revise Table 109-1a regarding Permitted Signs)

TABLE 109-1a PERMITTED SIGNS

(P = permitted, shaded cell = not permitted, C = conditional use permit)

Code Reference	Sign Type	Location									
		Public Rights-of-Way	Private Rights-of-Way	Single-Family	Multi-Family	Mixed-Use	Commercial and Industrial	SHD-RO	SHD-CO	Open Space	PF
109-1.9(c)(8)	Freeway Monument Signs						C				
<u>109-1.9(c)(9)</u>	<u>Billboard Signs</u>						<u>C</u>				

Proposed Text

(Revise Section 109-1.7.F.11 regarding Billboard Prohibition)

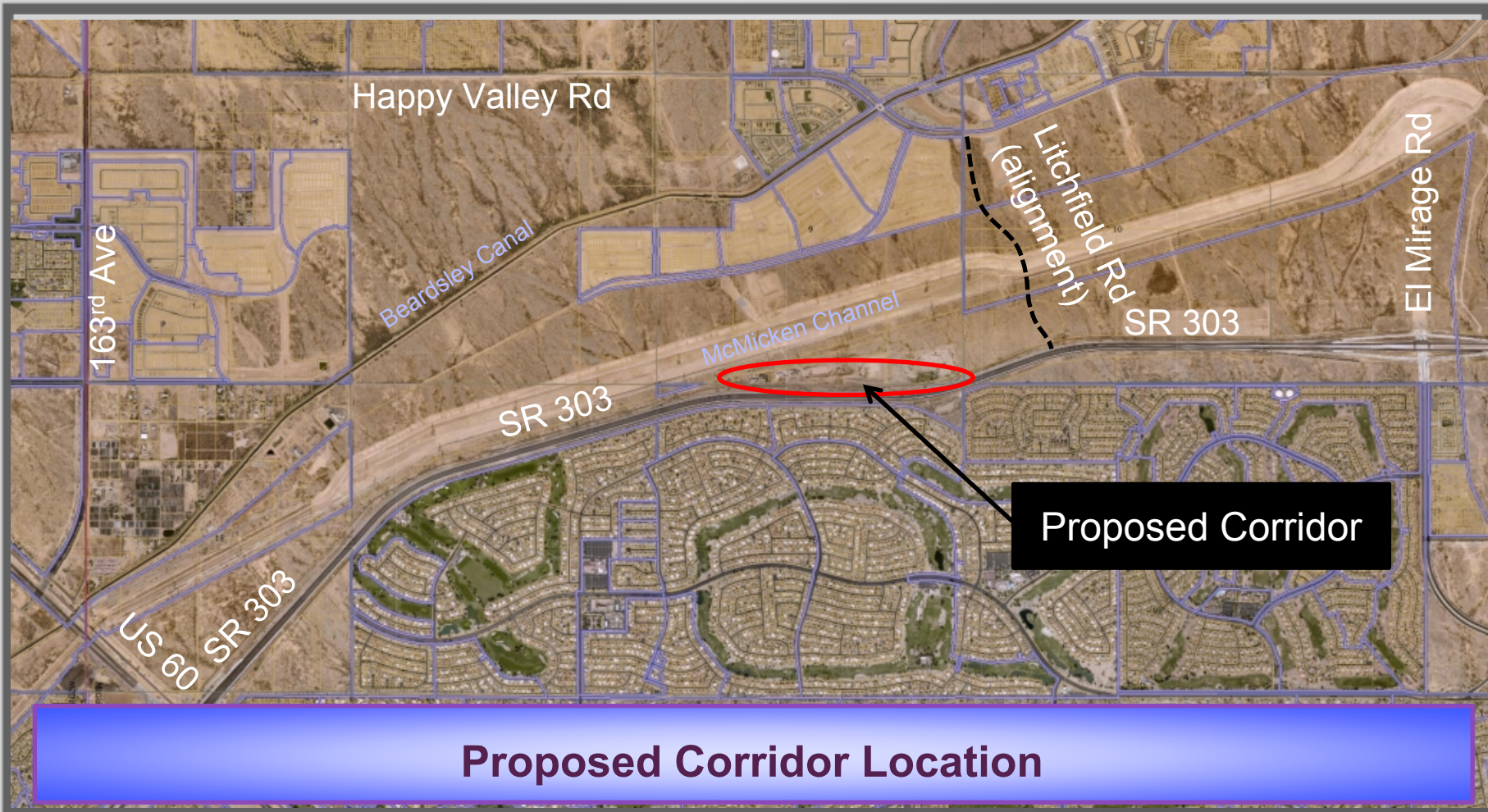
10. Signs placed in locations that are deemed by the city to present a hazard to public safety, obstruct clear vision in the area, or interferes with the requirements of the Americans with Disabilities Act (42 United States Code sections 12101 through 12213 and 47 United States Code sections 225 and 611);

~~11. Billboard signs.~~

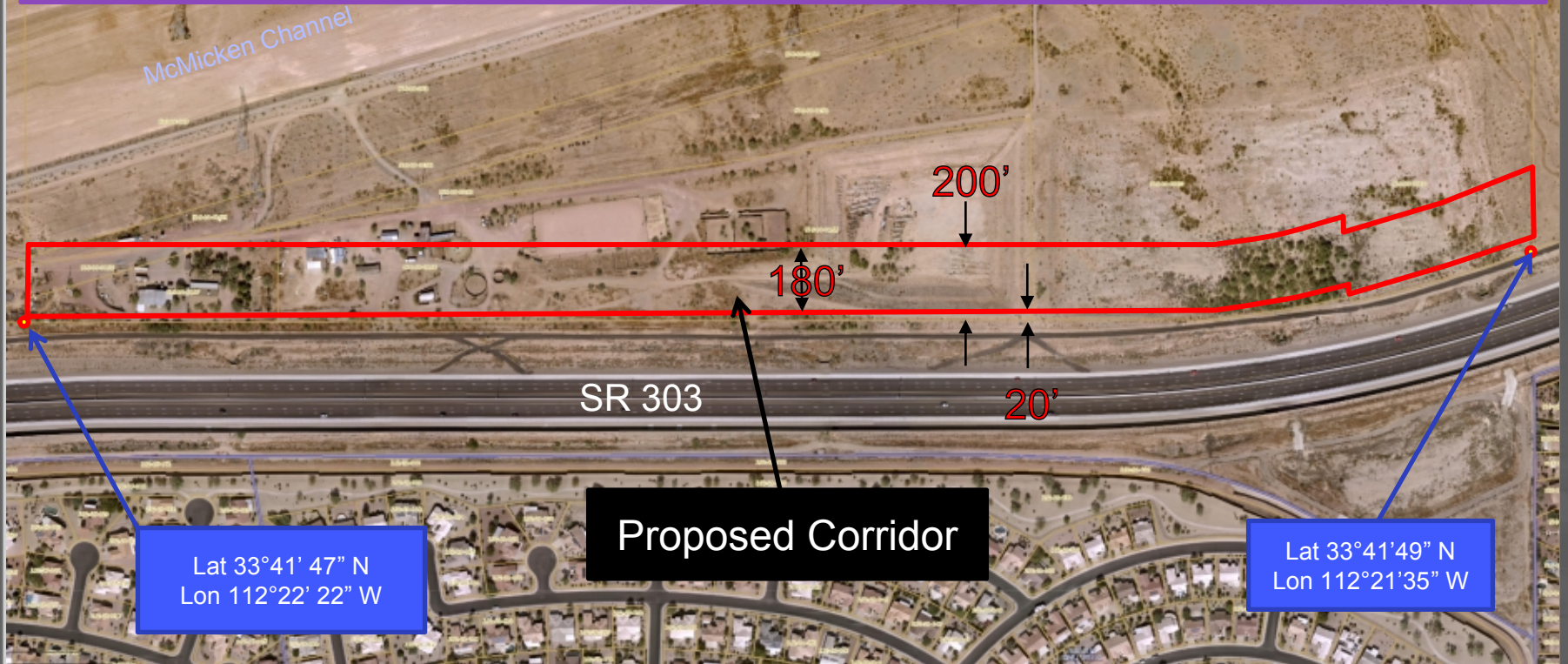
Proposed Text

(New Section 109-1.9.C.9 regarding Billboard Signs)

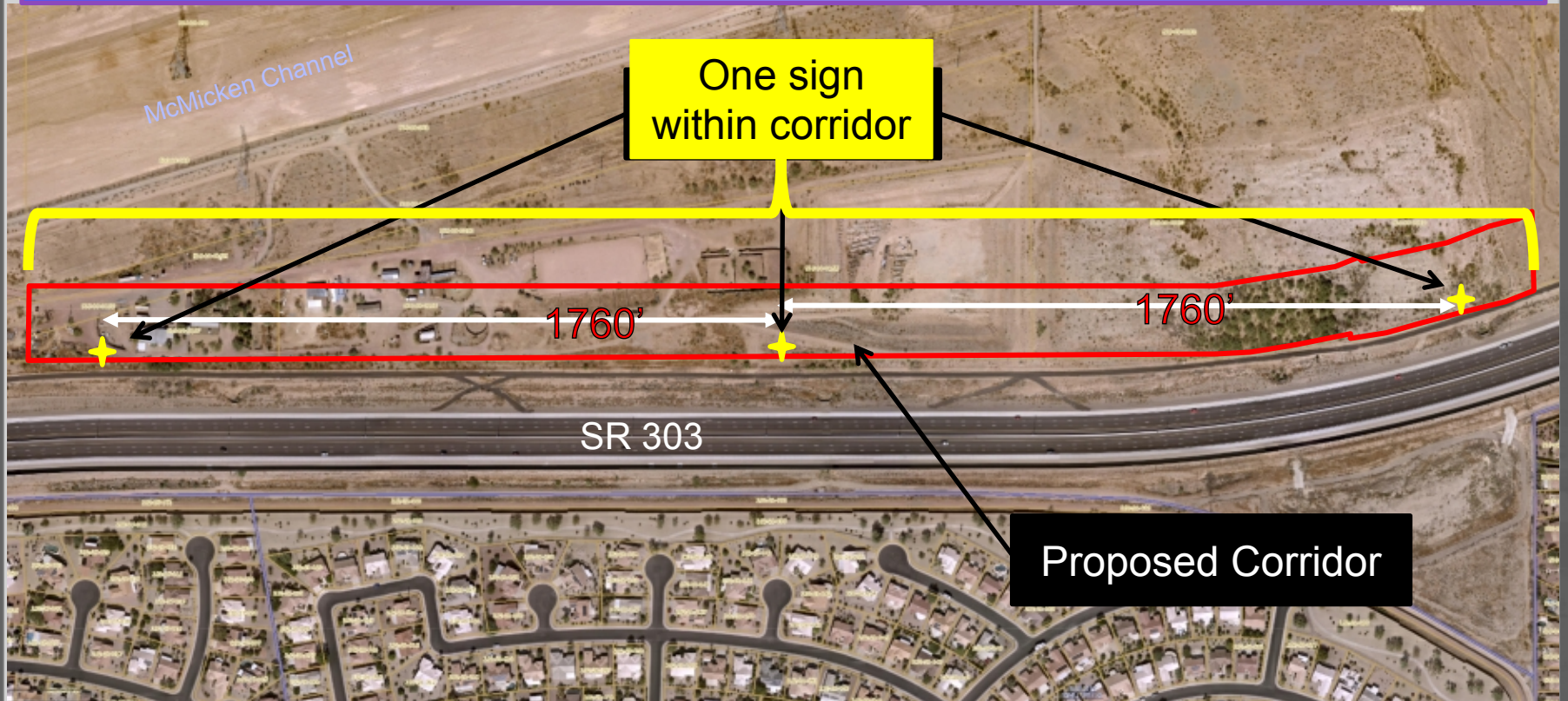
- 9.a – sets up the corridor
- 9.b – sets up additional locational requirements
- 9.c – sets up design requirements
- 9.d – sets up CUP requirement with P&Z approval authority



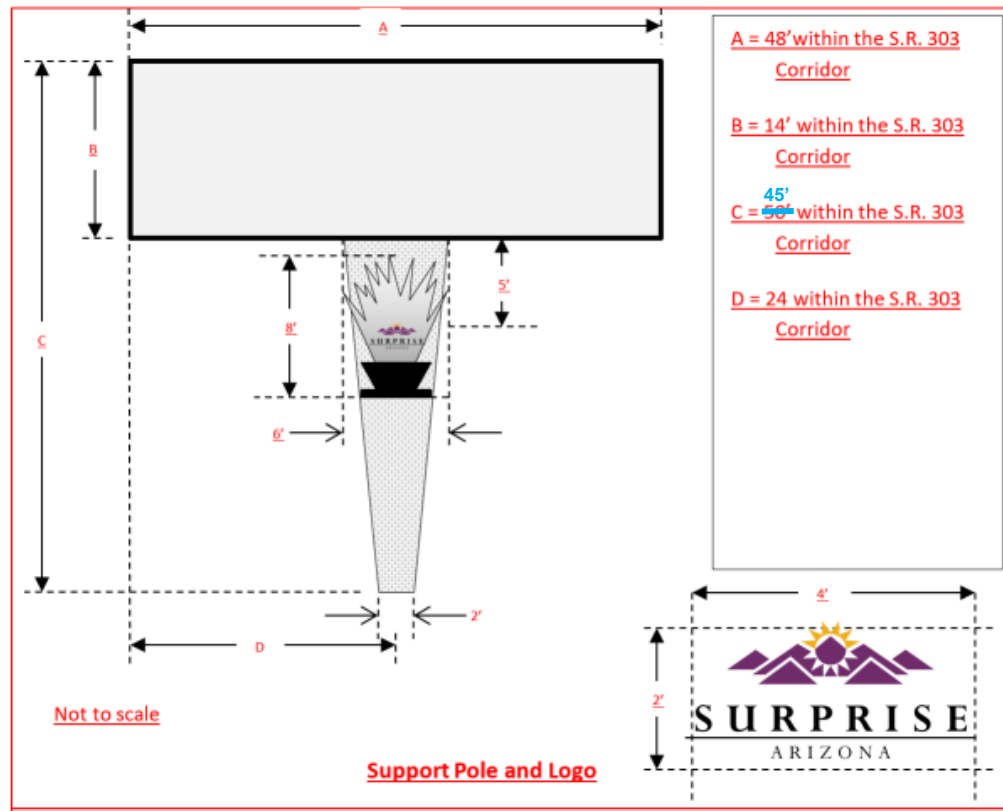
Proposed Corridor Dimensions



Potential Sign Locations

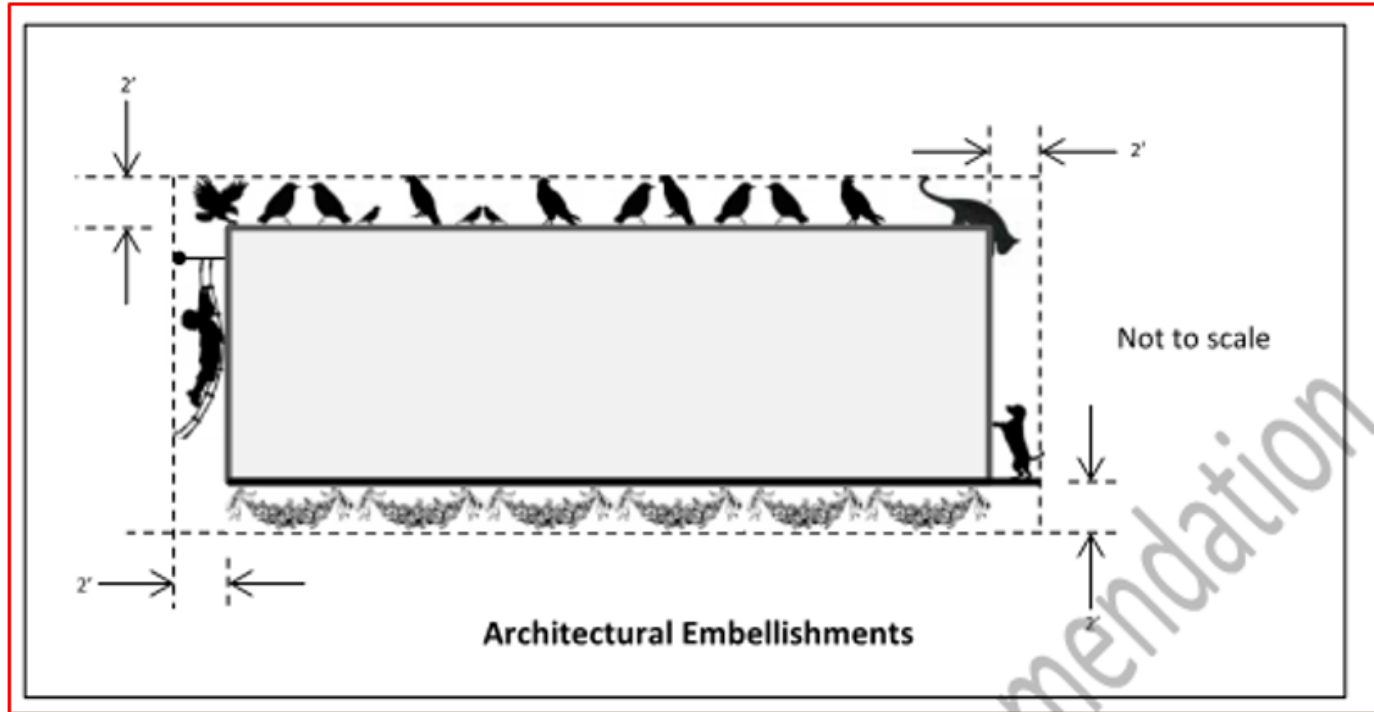


Proposed Text (New Section 109-1.9.C.9 regarding Billboard Signs)



45' max height
per P&Z
recommendation

Proposed Text (New Section 109-1.9.C.9 regarding Billboard Signs)



Proposed Text (New Section 109-1.11.B.6 re: Electronic Messaging Centers)

6. When Electronic Messaging Centers are utilized in conjunction with a Billboard Sign, the sign area of the Electronic Messaging Center may encompass 100% of the allowable sign area as outlined in Paragraph 109-1.9.C.9.

Outreach

- **May 12, 2021 Outreach Meeting**
- **Recent conversation with Corte Bella HOA**
- **Mounting opposition**
 - **34 items**
 - **5 physical look**
 - **4 dark skies**
 - **20 scenic view / desert beauty**
 - **9 driver distraction**
 - **7 no reason given**
- **Opposition expressed during the September 21, 2021 CCWS**

Timeline

- **October 19, 2021 City Council hearing**
- **November 28, 2021 Effective Date**
(if approved)



SURPRISE
ARIZONA

**QUESTIONS OR
COMMENTS?**

Thank You