

CITY OF GLENDALE

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN THAT the City of Glendale **Planning Commission** will hold a public hearing on March 1, 2012, at 7 p.m. in the City Council Chambers, 5850 West Glendale Avenue, Glendale, Arizona, to hear the following:

ZTA11-01: A request by the City of Glendale Planning Commission to add a new Section 7.110 Digital Billboard Signs and amend Sections 2.300 Definitions, 7.103 Prohibited Signs, and 7.106 Billboards of the Zoning Ordinance. The proposed changes, if adopted, would enact zoning regulations to regulate digital billboards adjacent to Loop 101 in the Sports and Entertainment District between Northern Avenue and Camelback Road. Staff contact: Thomas Ritz, AICP, Senior Planner (City-Wide).

The text amendments (**additions in bold text**, ~~deletions in italics and strikethrough~~) are as follows:

Add to Section 2.300 Definitions:

Sign, Digital Billboard: An identification sign or a sign which is intended to advertise a business, commodity, service, entertainment, product, or attraction sold, offered, or existing on or elsewhere than on the property where the sign is located and intended to be viewed primarily from SR 101. A Digital Billboard shall be internally illuminated, and not capable of movement.

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Section 7.103.F. - Signs Prohibited Signs should be amended to read:

7.103.F. Signs with intermittent or flashing illumination, **except Digital Billboard Signs**, and animated or moving signs.

Section 7.103.K. – Signs Prohibited Signs should be amended to read:

7.103.K. Reader panel signs except as specifically authorized herein. **Any sign which permits the change of electronic or manual copy and is changed more frequently than on a daily basis which is not a Digital Billboard Sign shall be considered a reader panel sign.**

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Section 7.106.A. Billboards should be amended as follows:

7.106.A. Billboards are permitted only in the ~~C-3~~, M-1, and M-2 zoning districts.

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Section 7.100 – Signs should be amended by adding a new Section 7.110:

7.110 Digital Billboard Signs

A. Digital Billboard Signs (DBB) are permitted subject to the regulations noted below.

- 1. Placing a Digital Billboard Sign requires the zoning of the lot on which the Digital Billboard Sign is located must be Planned Area Development (PAD).**
- 2. Placing a Digital Billboard Sign requires the approved Planned Area Development (PAD) to be located in Township 2 North, Range 1 East, Gila and Salt River Base and Meridian, and to have a minimum of one thousand (1,000) feet of lineal frontage adjacent to SR 101 (Agua Fria Freeway).**
- 3. The Digital Billboard Sign must be located within three hundred (300) feet of the freeway right-of-way.**
- 4. There shall be a minimum distance of one thousand three hundred twenty (1,320) feet between all Digital Billboard Signs on any single Planned Area Development.**
- 5. All Digital Billboard Signs must be set back a minimum of three hundred thirty (330) feet from the property line of any adjacent property not a part of the same approved Planned Area Development having frontage on SR 101 (Agua Fria Freeway).**
- 6. Maximum sign height, including any supporting structures, for a Digital Billboard Sign must be no more than sixty (60) feet.**
- 7. Maximum Digital Billboard Sign width must be no more than fifty (50) feet.**
- 8. Maximum Digital Billboard Sign area must not exceed six hundred sixty five (675) square feet.**
- 9. The message or image of the Digital Billboard Sign may be static or change at specific or programmed time intervals. The change in message or images shall occur no more frequently than once every eight (8) seconds and shall not have fade or dissolve transitions, or full animation or video, or similar subtle transitions**

or frame effects that have the appearance of moving text or images. A default black display shall be required in the event of malfunction.

10. Message sequencing, the use of multiple Digital Billboards in a row to convey a message, shall be prohibited.
11. Advertisements shall be limited to single frames.
12. Provisions in this section supplement and do not supersede provisions of any PAD in existence before the effective date of this ordinance.
13. Design Review approval is required to allow any Digital Billboard Sign.
14. No Digital Billboard shall be located within 1000 feet of any single residence zoning district including RR-90, RR-45, SR-30, SR-17, SR-12, R1-10, R1-8, R1-7, R1-6, R1-4, R-2, R-3, or property within unincorporated Maricopa County for which a plat was filed and recorded prior to January 1, 2000.
15. All Digital Billboard Signs shall be integrated into the PAD and have a relationship to the development, including common design elements such as styles and materials, and a functional relationship to the structures, parking, and open spaces in the development. The height, location, materials, color, texture, setbacks, and mass of the Digital Billboard Sign must be appropriate to the development, the neighborhood, and the community. The architectural character of the proposed Digital Billboard Sign shall be in harmony with, and compatible to, structures in the neighboring environment and the architectural character desired for the city, avoiding excessive variety or monotonous repetition. All Digital Billboard Signs shall be reviewed only as part of the review of the Master Development Plan of the property and integrated with surrounding buildings and landscaping. No Digital Billboard is permitted as a prelude to other development of the PAD.
16. Digital Billboard Signs will be permitted only as part of a comprehensive sign package for the entire PAD which includes common design elements. Digital Billboards must be fully integrated into this comprehensive sign package.

- 17. Digital Billboard Sign illumination must be extinguished between 2:00 AM and sunrise. The only exception to this will be for amber alerts and other governmental emergencies.**
- 18. All illuminated Digital Billboard Signs shall be limited to a surface luminosity limit of 5,000 nits during daytime hours and a surface luminosity limit of 150 nits during nighttime hours.**
- 19. All Digital Billboard Signs shall provide for automatic dimming based upon ambient lighting conditions, including evening and overcast weather.**
- 20. It shall be unlawful for any Digital Billboard Sign to have an illuminance greater than 1.0 foot candle at the property line of any adjacent property.**
- 21. No new Digital Billboard Signs shall be constructed within the city unless the person desiring to construct such a Digital Billboard Sign submits evidence to the City that the person has removed existing legally conforming or legally non-conforming billboards or Digital Billboard Signs with four (4) square feet of sign area for each square foot of sign area proposed for the new Digital Billboard Sign.**
- 22. Any approved Digital Billboard Sign shall adhere to new safety requirements if conclusive research findings develop.**
- 23. No Digital Billboard Sign shall be erected prior to the first phase of development on a PAD.**

Copies of all applications, exhibits, and documents are available for public review at the Community Development Group, 5850 West Glendale Avenue, Second Floor, Glendale, Arizona, between the hours of 8 a.m. and 5 p.m. weekdays or will be available online at <http://www.glendaleaz.com/boardsandcommissions/PlanningCommission.cfm> by 5 p.m. Monday prior to the public meeting. For further information, please call the case staff contact at (623) 930-2800. Interested parties are invited to attend and participate in the public meeting. If you require special accommodations due to a disability, please contact Diana Figueroa at dfigueroa@glendaleaz.com or (623) 930-2808 at least three working days prior to the meeting. Hearing impaired persons should call (623) 930-2197.

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Ed Beasley, City Manager

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