



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report: Z-TA-10-11
Zoning Ordinance Text Amendment

Application No. Z-TA-10-11: Amend Chapter 6, Section 671, Planned Unit Development (PUD), of the Zoning Ordinance to prohibit “off-premise advertising” in PUD’s. This request was initiated by the Planning Commission on May 11, 2011.

Applicant: City of Phoenix Planning Commission.

Staff recommendation: Staff recommends approval of Z-TA-15-11 as shown in the proposed language presented below.

Background/Purpose

The Planning Commission initiated this amendment on May 11, 2011, to prohibit off-premise advertising in a Planned Unit Development (PUD). The initiation directed staff to study billboards in PUD’s as part of the larger study group and that the study was to also look at prohibition of them in PUD’s. Staff incorporated this discussion with the Billboard Study Group that met over the summer to update the off-premise section of the Zoning Ordinance. The group discussed this subject at its first two meetings and as a result the group recommended that off-premise advertising is appropriate when located on a freeway in a PUD. The group felt strongly that structures should not be permitted on arterial streets and should be subject to the same size, height and spacing requirements as all other off-premise advertising structures. The proposed text adds language to require compliance with all the standards set in Section 705.2 for off-premise advertising.

Proposed Zoning Ordinance Change

Amend Chapter 6, Section 671.B, Planned Unit Development (PUD), by adding a new paragraph 5. as follows:

5. OUTDOOR ADVERTISING STRUCTURES SHALL COMPLY WITH SECTION 705.2.

Conclusion

Staff recommends approval of the change to the Zoning Ordinance as requested.

Writer

Kelly Kvetko
11/1/11
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