



# City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

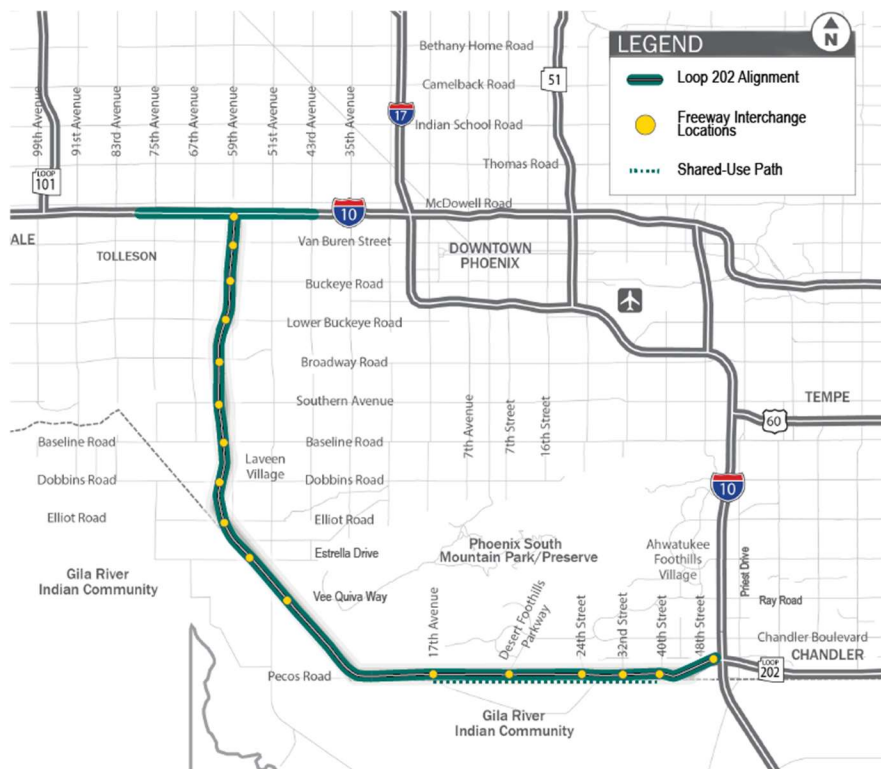
## Staff Report Zoning Ordinance Text Amendment

**Application No Z-TA-6-19:** Amend Chapter 7, Section 705.2 (Off-Premise Signs) of the Phoenix Zoning Ordinance to allow off-premise advertising along the western portion of the SR Loop 202, “Ed Pastor Freeway” from Interstate 10 to the north side of Estrella Drive.

**Staff recommendation:** Staff recommends approval of Z-TA-6-19 as shown in the recommended text in Exhibit A.

### PURPOSE

The intent of this text amendment request is to allow off-premise signs along the western portion of the SR Loop 202, “Ed Pastor Freeway” from Interstate 10 to the north side of Estrella Drive. Currently the only freeways that permit off-premise signs are Interstate 17, Interstate 10, Inner SR Loop 202, SR 143, and the West SR Loop 101 to Camelback Road.



Source: ADOT map of Loop 202 South Mountain Freeway

## **BACKGROUND**

Historically, off-premise signs have been located along freeways to advertise to the many residents who travel these freeways within the city of Phoenix. With the construction of the SR Loop 202, “Ed Pastor Freeway”, the addition of off-premise signs on a portion of this freeway would provide similar advertising opportunities that are permitted on similar and adjacent freeways.

Off-premise signs are required to be located within 300 feet and oriented towards permitted freeways. In addition, off-premise signs are only permitted in the A-1 and A-2 zoning districts and within Planned Unit Developments (PUDs) on properties a minimum of 20 acres in size. While the addition of this freeway corridor creates opportunities for additional billboards to be constructed, properties without the aforementioned zoning entitlements will be required to obtain approval through the rezoning process in order to construct an off-premise sign.

The text amendment makes no changes to the current spacing standards for off-premise billboards. There is a minimum spacing standard of 1,000 feet required from one off-premise structure to another. Additional spacing standards exist for residential districts and residential uses outside of a PUD. Off-premise signs are also restricted from locating within 2,000 feet of the Phoenix or South Mountain Preserves. The proposed southern applicability boundary for this new freeway corridor, Estrella Drive, is more than 2,000 feet from South Mountain Park.

## **DESCRIPTION OF THE PROPOSED TEXT**

The text amendment would change Section 705.2.A.1 to include the western portion of the SR Loop 202, “Ed Pastor Freeway” from Interstate 10 to the north side of Estrella Drive. The other regulations including but not limited to zoning, size, spacing, and setbacks in Section 705.2 of the Phoenix Zoning Ordinance would apply to any proposed off-premise signs within the freeway corridor.

## **CONCLUSION**

Staff recommends approval of the change to the Zoning Ordinance as proposed in Exhibit A.

### **Writer**

T. Gomes

6/30/20

### **Exhibit**

A. Proposed Language

**EXHIBIT A**  
**Text Amendment Z-TA-6-19:**  
**Off-premise advertising along western portion of**  
**SR Loop 202, “Ed Pastor Freeway”**

**Proposed Language:**

**Amend Section 705.2.A.1 (Off-Premise Signs) to read as follows:**

1. Off-premise structures shall be located only in A-1 or A-2 districts and shall be located only on arterial streets as designated on the Street Classification Map or located within 300 feet of the right-of-way and oriented to the following permitted freeways:
  - a. Interstate 17;
  - b. Interstate 10;
  - c. ~~Inner~~ SR (LOOP) 202, “RED MOUNTAIN FREEWAY”
  - d. SR (LOOP) 202, “ED PASTOR FREEWAY”, WESTERN SECTION, INTERSTATE 10 TO THE NORTH SIDE OF ESTRELLA DRIVE;
  - E. SR 143;
  - F. The Western SR (LOOP) 101 to Camelback Road;
  - G. Off-premise signs are a prohibited use on all other existing and future freeways within the City limits and shall not be reoriented to obtain freeway visibility.

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