

RESOLUTION NO. 3294-216

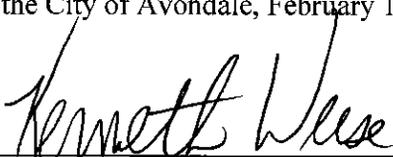
A RESOLUTION OF THE COUNCIL OF THE CITY OF AVONDALE,
ARIZONA, ADOPTING THE CITY OF AVONDALE OFF-PREMISE
BILLBOARD SIGN GUIDELINES.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF AVONDALE as follows:

SECTION 1. The City of Avondale Off-Premise Billboard Sign Guidelines are hereby adopted substantially in the form and substance attached hereto as Exhibit A and incorporated herein by reference.

SECTION 2. The Mayor, the City Manager, the City Clerk and the City Attorney are hereby authorized and directed to take all steps necessary to carry out the purpose and intent of this Resolution.

PASSED AND ADOPTED by the Council of the City of Avondale, February 1, 2016.



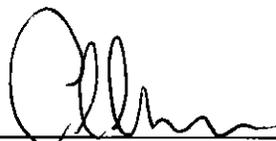
Kenneth N. Weise, Mayor

ATTEST:



Carmen Martinez, City Clerk

APPROVED AS TO FORM:



Andrew J. McGuire, City Attorney

EXHIBIT A
TO
RESOLUTION NO. 3294-216

[Off-Premise Billboard Sign Guidelines]

See following pages.

City of Avondale Off-Premise Billboard Sign Guidelines

Policy Statement: The City Council may, in its sole and absolute legislative discretion, consider requests for off-premise billboard signs (each a “billboard”). The City Council has determined that billboards represent a departure from previously-adopted policies, but that in certain circumstances a billboard may be beneficial to the City such that a development agreement would be appropriate. In order to consider such a request, the City Council desires to establish minimum thresholds that must be met in order for the City Council to consider a development agreement.

Submittal and Process

1. Each applicant must submit a request demonstrating that it meets the minimum standards set forth in these guidelines and including any other information it deems relevant to the City Council’s consideration.

2. Billboard requests must include:
 - a. A completed application form, available on the City’s website.
 - b. A proposal outlining benefits and revenues to the City.
 - c. A deed, lease, and/or other agreement by which the applicant has the right to erect, use, and maintain the billboard at the proposed location.
 - d. A narrative addressing how the proposed billboard meets the intent of these guidelines.
 - e. A vicinity map showing the locations of and distances to any residential zoning districts and/or uses, existing billboards, and existing or planned freeway pylon signs.
 - f. A site plan and landscape plan showing the location of the proposed billboard in relation to existing or planned development on the property.
 - g. Color elevations and renderings, to scale, in accordance with these guidelines.
 - h. A landscape plan, in accordance with these guidelines.
 - i. A view analysis, in accordance with the procedures specified in Zoning Ordinance Section 904.D.
 - j. Any additional materials determined by the Zoning Administrator to be necessary to evaluate the proposed billboard.

Location Requirements

1. The request may only be for property within a PAD or C-3 zoning district along the north side of the I-10 Freeway Corridor between 99th Avenue and 107th Avenue. A maximum of one billboard should be allowed in each district.

2. No portion of a billboard should be located over 50 feet from the adjacent I-10 right-of-way line.

3. A billboard request may only be considered for approval when located on property that has a City-approved Site Plan. The billboard sign may not be erected prior to the first phase of vertical development within that approved Site Plan.
4. No billboard sign should be located within 1,320 feet of any other approved or existing billboard on the same side of the freeway.
5. No billboard should be located within 1,000 feet from any single-family residential zone or use.
6. Billboards should be freestanding and not be located on buildings or other structures.

Design Requirements

1. All billboards should feature digital displays only.
2. All billboard support structures should be designed to include the Avondale Logo as shown below. Materials and finishes should not be reflective or create glare.



3. All four sides of a billboard structure should receive consistent architectural treatment.
4. The maximum height of a billboard structure should not exceed 60 feet, except for architectural embellishments, which may extend 5 feet above the top of the billboard sign area.
5. The maximum sign area of a single-sided billboard's advertising area, excluding the support structure, should not exceed 675 square feet. The sign area should not exceed 50 feet in width and shall be limited to a single frame.
6. The maximum area of a dual-sided billboard's advertising area, excluding the support structure, should be 675 square feet per side and shall be limited to a single frame per side. Dual-sided billboards should be "back to back" displays.

7. All billboards should be located within a landscaped area consistent with the approved Site Plan and be maintained in accordance with Zoning Ordinance Section 1208.
8. Trees located in the Arizona Department of Transportation (ADOT) right-of-way should not be removed to increase the visibility of the billboard.

Operational Requirements

1. Digital billboards should operate in conformance with the requirements for digital signs as specified in Zoning Ordinance Sections 907.D.1 through 907.D.5.
2. The billboard should display content pertaining to City of Avondale news and events for a minimum of eight seconds, no less than six times per hour.
3. Digital billboards should cease operation between the hours of 11:00 P.M. and sunrise, except that billboards may display Amber Alerts, Silver Alerts, and other emergency messages from local, state, and federal governments at any time.
4. The City branding imagery included on the support structure should be halo-illuminated reverse pan channel letters and logos, on a timer programmed to turn on at dusk and turn off at 11:00 P.M.
5. Billboard signs abandoned (i.e., not displaying a message or otherwise non-operational) for more than 60 days should be removed by the property owner within 10 days of written request by the City.