



# Billboards

# City Council Workshop

September 17, 2013



**City of Glendale Planning Division**

# Overview

- The topic of Billboards has been briefly raised at prior Council Workshops by both staff and Council
- Council has requested a thorough, public discussion on the topic of Billboards
- On July 11, 2013 the CED Department provided a memorandum to Council providing history and analysis of billboards in Glendale
- This presentation is a review of the existing Zoning Ordinance and history of the location of static and digital billboards

# Static Billboards

- Primarily placed in heavy commercial or industrial areas and away from residential neighborhoods
- Permitted in M-1 (Light Industrial), M-2 (Heavy Industrial), and PAD (Planned Area Development) zoning districts
- Can be placed anywhere in the city where appropriately zoned



# Static Billboards

- Most commonly located along Grand Avenue, Bethany Home Road, Camelback Road, and Glendale Avenue
- Requirements for static billboards in M-1, M-2, and PAD districts did not change with 2012 Zoning Text Amendment
- Maximum size: 300 square feet
- Maximum height: 25 feet

# Digital Billboards

- Zoning ordinance amended by Council on June 26, 2012 by adding a new section regulating digital billboard signs to include:
  - A definition for digital billboard signs
  - Criteria for digital billboards
  - Regulations
- No community requests have been received to amend the Billboards Zoning Ordinance



# Approved Digital Billboard Criteria

- Limited to locations in the Sports & Entertainment District and adjacent to the Loop 101 (between Camelback Road and Northern Avenue)
- Limited to sites zoned Planned Area Development (PAD) with 1,000 feet of freeway frontage
- One third of a mile separation between digital billboards on the same PAD.



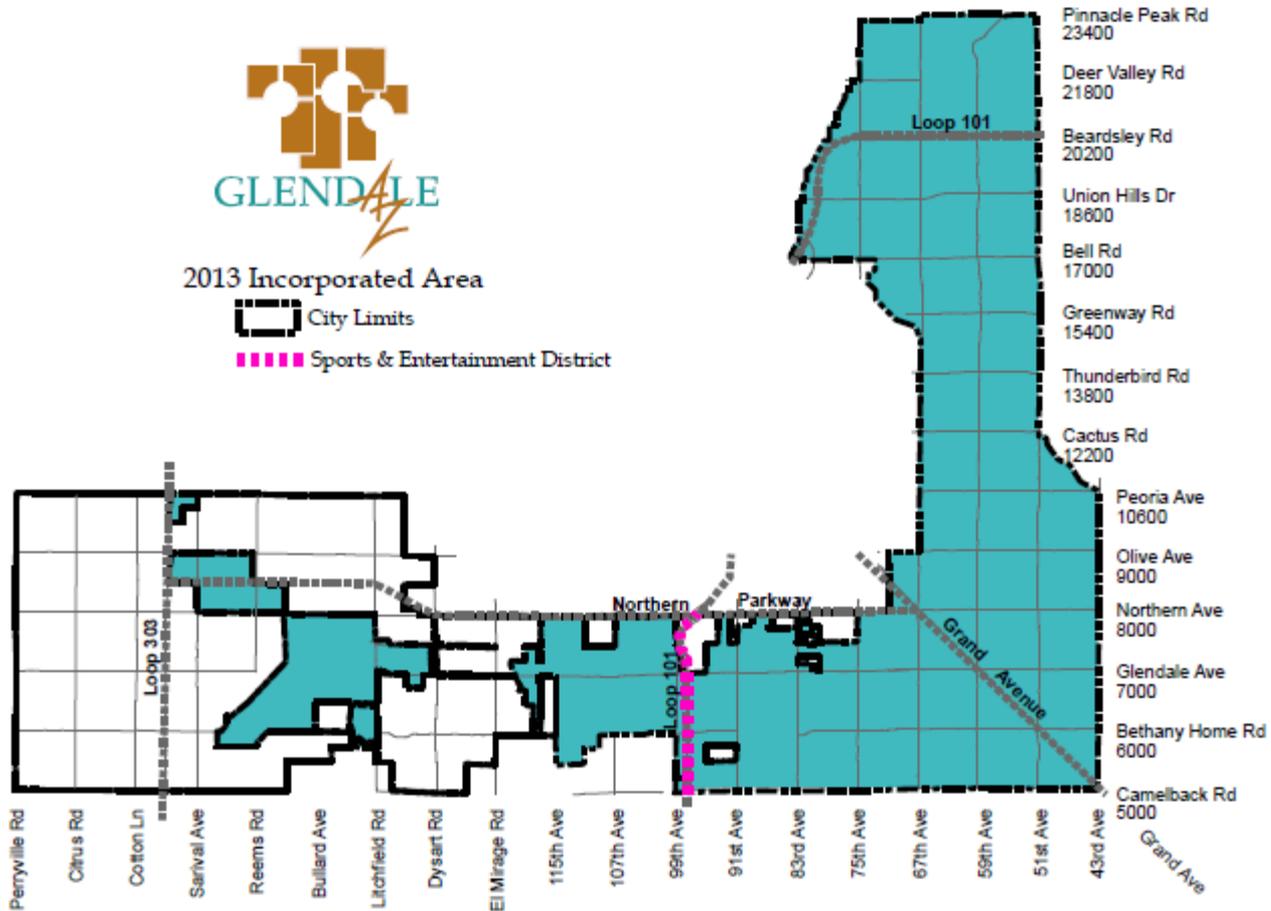
2013 Incorporated Area



City Limits



Sports & Entertainment District



Planning: July 2013

# Current Billboard Activity

- Since the 2012 Zoning Text Amendment approval, 3 Digital Billboards have been erected in the Sports & Entertainment District
- Current application filed for a Digital Billboard at the SWC of Glendale Avenue and the Loop 101
- Current application filed to allow static billboards at the NWC of Bell Road and the Loop 101

# Conclusion

- Staff recommends no changes to the existing text of the Zoning Ordinance concerning static billboards
- Staff supports existing Digital Billboard Zoning Ordinance as amended and approved on June 26, 2012
- Should Council wish to amend the standards, a Zoning Text Amendment can be initiated



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