

Attachment E

Racelle Escolar

From: Linda Abegg <linda.abegg@gmail.com>
Sent: Wednesday, September 2, 2020 12:24 PM
To: PDD Planning Commission
Subject: Planning Commission 9/3 Item #13
Attachments: Phoenix Billboard Precedent.pdf

Good Afternoon,

Regarding the billboard text amendment, the precedent has been set in Phoenix that billboards are not built along scenic corridors (SR 51, Loop 101). Please see the attached map of the scenic corridor along the new Loop 202 along with the Scenic Corridor Policy for the 51 and 101.

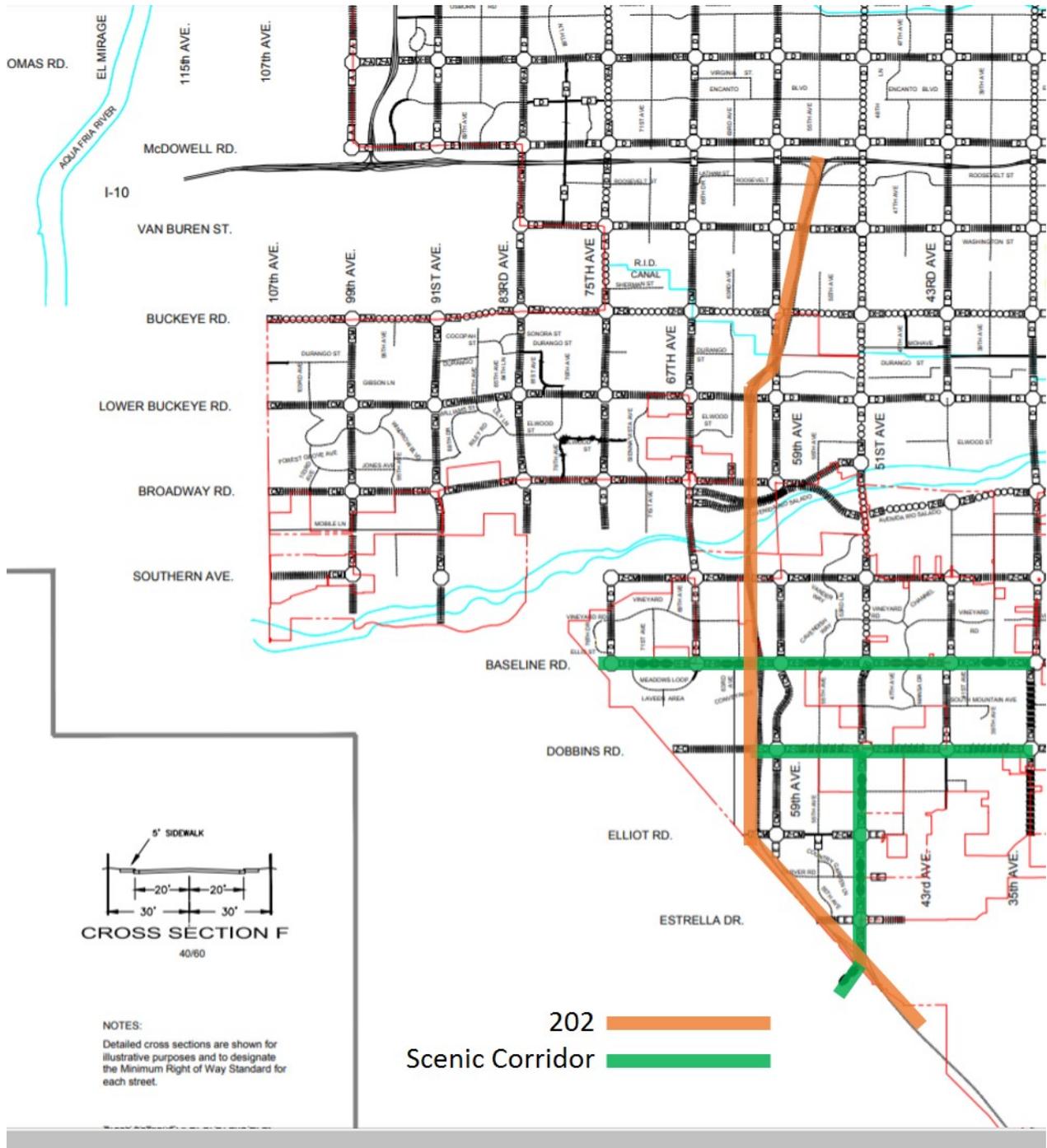
You will see that allowing billboards along the 202 south of Southern Ave will block the scenic corridors in Laveen. Please extend the protection Phoenix has established in the past to the South Valley and stop billboards south of Southern Ave.

Thank you,

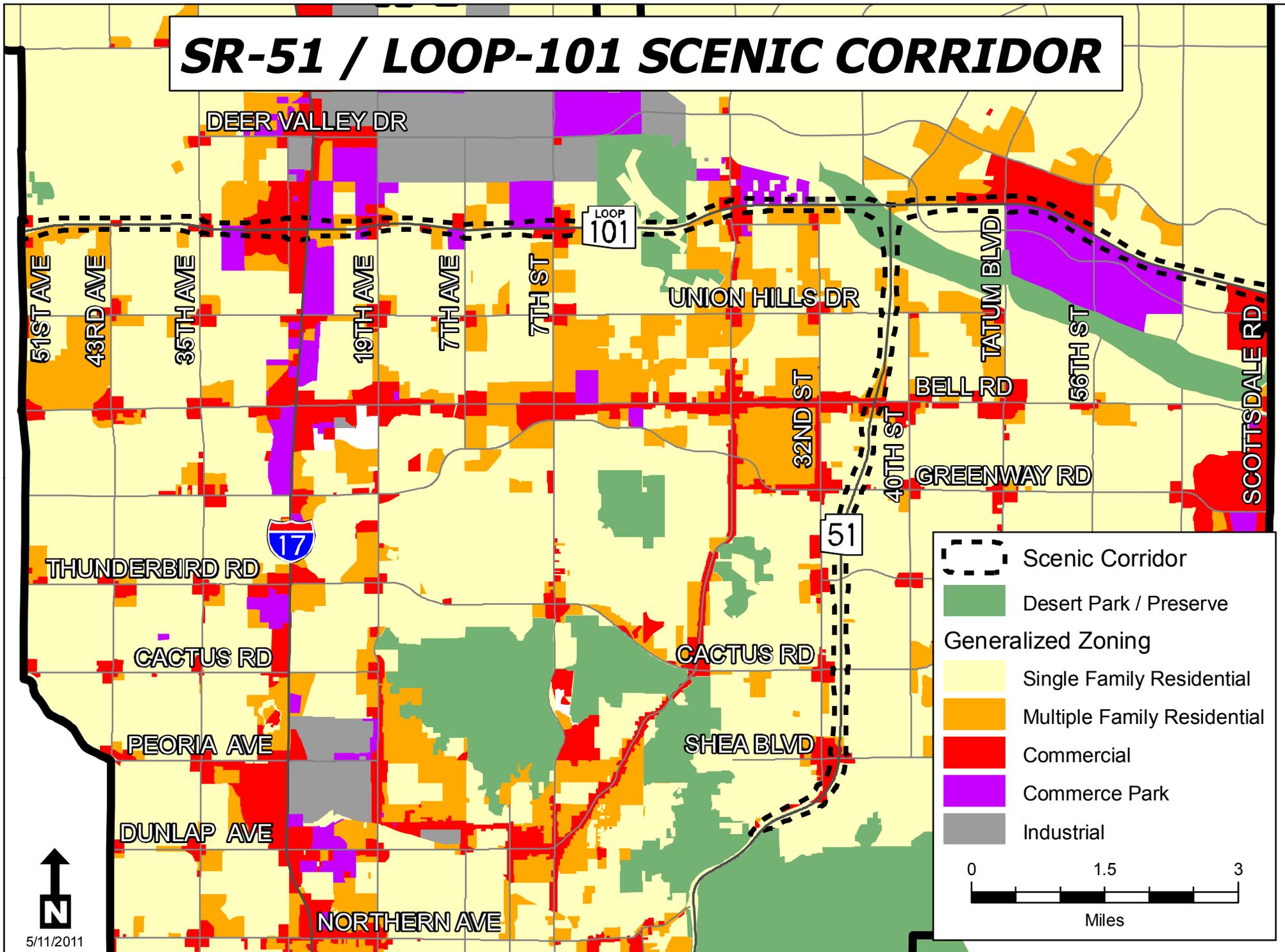
Linda Abegg
LVPC Member
5407 W Winston Dr.
Laveen, AZ 85339

Loop 202 South Mountain Freeway

Scenic corridors here should be preserved like they are on SR 51 and Loop 101. No billboards should be allowed South of Southern Ave.



SR-51 / LOOP-101 SCENIC CORRIDOR



51

LOOP
101

*State Route 51
&
Loop 101
Scenic Corridor Policy*



**ADOPTED BY CITY COUNCIL
Resolution No. 20986
June 22, 2011**

**PREPARED BY THE CITY OF PHOENIX
PLANNING AND DEVELOPMENT DEPARTMENT**



Introduction:

This scenic corridor was established due to public concern in regards to outdoor uses with significant visual impacts, such as outdoor storage and off-premise advertising structures, along portions of the State Route 51 and Loop 101 within the northeast Phoenix area. The city of Phoenix Planning and Development Department staff evaluated the area to determine if something could be done to encourage preservation of scenic mountain vistas and protect the residential character along the State Route 51 and Loop 101. Staff determined that the best way to accomplish this goal is to designate these freeways as scenic corridors with policies to preserve and protect scenic qualities, implement village core and specific plan goals, and maintain residential character.

On March 9, 2011, the Planning Commission initiated a General Plan Amendment and this scenic corridor policy for portions of the State Route 51 and the Loop 101 as shown on the map on page 3. This policy applies to areas within three hundred (300) feet from both sides of the Arizona Department of Transportation (ADOT) right-of-way along:

- The State Route 51 north of the Phoenix Mountain Preserve to the Loop 101; and
- The Loop 101 within the north Phoenix area from the eastern city limits (Scottsdale Road) to the western city limits (51st Avenue).

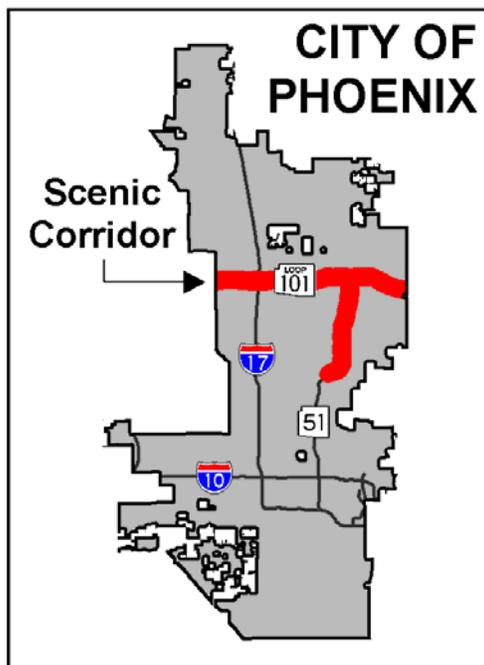
If a parcel is split by this policy boundary line then the entire parcel shall be governed by this policy not just the portion of the property within the 300 feet.

The city of Phoenix has existing scenic corridors on several streets throughout various portions of the City as outlined in Goal 2B of the Circulation Element of the General Plan. The most widely known are Cave Creek Road, Carefree Highway and Baseline Road. The State Route 51 and Loop 101 Scenic Corridor have been added to preserve scenic qualities, implement village core and specific plan goals, and to protect the residential character along these key stretches of freeway in north Phoenix. The policy also provides guidance to decision makers on issues such as rezoning applications and zoning adjustment requests related to billboards and outdoor uses. This policy does not deal with freeway design guidelines, right-of-way widths, or dedicated open space adjacent to the ADOT right-of-way.

Recommendations:

With the intent to preserve scenic corridors, implement village cores and specific plan goals, and protect the residential character of the State Route 51 and Loop 101 Scenic Corridor, the following is recommended:

1. General Plan Amendment requests for the Industrial land use designation should not be supported.
2. Rezoning requests to that would allow primary outdoor uses and off-premise advertising structures (C-3, A-1, A-2, or Planned Unit Developments that allow such uses) should not be supported. This does not apply to areas that have existing C-3, A-1, or A-2 zoning or existing General Plan designations of Industrial prior to the effective date of this policy.
3. Use permits or variances that allow or modify primary outdoor uses and off-premise advertising structures should not be supported. This includes but is not limited to:
 - Use permits for converting existing static to digital off-premise advertising structures and
 - Variances regarding spacing, height increases and orientation of off-premise advertising structures.



VICINITY MAP

Racelle Escolar

From: Dafra Sanou <dafrasanou@gmail.com>
Sent: Wednesday, September 2, 2020 3:44 PM
To: PDD Planning Commission; Racelle Escolar
Cc: lisaperez5@cox.net
Subject: Case # - Z-TA-6-19 Item #13

As a resident of the Estrella village community (Estrella Village Committee member), I would like to give my stand on item #13, Case # - Z-TA-6-19.

I understand the need to **eventually** wanting to add billboards along the 202 Freeway in a certain area. But what I am not understanding is the why and the rush to move forward and put billboard at this time. Below are some of the concerns that I have as well as some of the Estrella Village community residents I have spoken to.

- The Freeway is not yet even a year old so why are we in such a rush to put billboard and we are not understanding why?
- We area does not have any substantial development in that area and having billboard may create reluctance on certain businesses/developers that may be interested in establishing potential business opportunities
- I think that we need to follow through on the City Councils proposed idea of making this an employment and high-tech corridor; we would like to see this area developed as it has a lot of potentials.
- While we respect private property rights, your job (planning commission) is to do what is in the best interest of the community and not personal interest;
- There is no editorial control on billboards, how do we curb useless and harmful messaging;
- There was no formal outreach by the city to the communities that will be impacted by this. I have checked with my neighbors and no one was are of this matter. I think that the community should be formally notify as it will impact their lives as well as safety.

Thank you for your understanding and let me know if you have any questions

Sincerely,

Dafra Sanou