

Billboards



*Image taken by Staff

Purpose of Work Session – Why?

- Billboards (off-premise signage) not permitted
- Digital marquee
- Customer inquiries



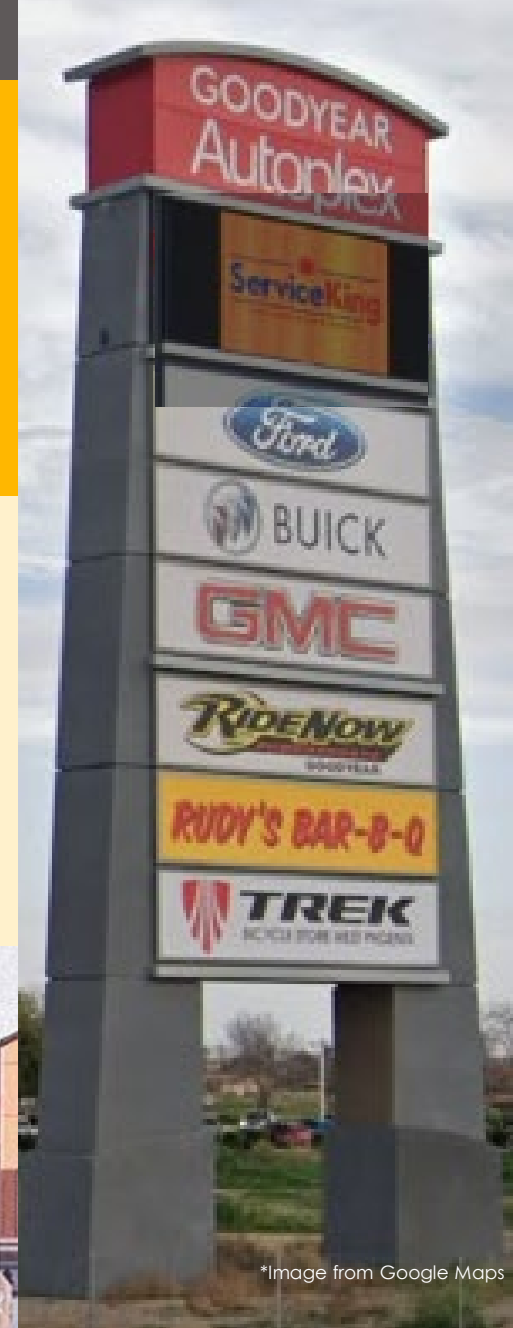
What is an on-premise sign?

What it may include:

- Signage for occupied business
- Message is unregulated
- Permanent “free speech” for business
- Can be digital



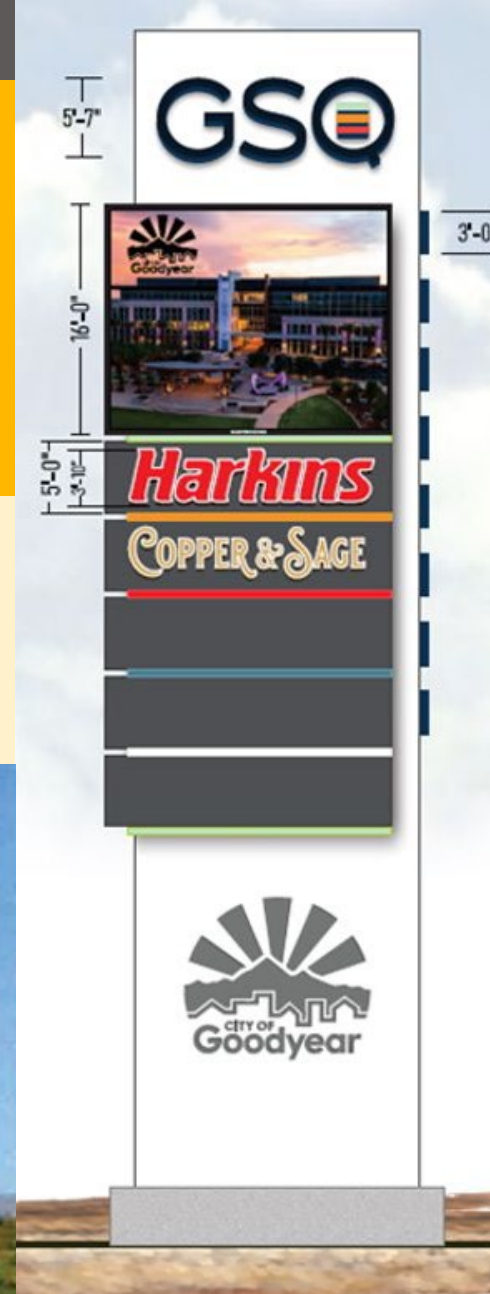
*Image from Parkway Village CSP



*Image from Google Maps

What is a Freeway Pylon?

- On-premise signage
- Adjacent to freeway



City Digital Marquee

- City property
- Approved in 2012 (\$ Transit)
- License agreement with city
 - City has some control
- Allows city advertisement



*Image from Staff

What is a Billboard?

- Off-premise advertisement
- Static or digital
- Never been allowed in Goodyear



Off-Premise Advertisement

What it may include:

- Any commercial business
 - Commercial message
 - Services
- Political
- Message & speech is not regulated

**There will be record high
voter turnout this year.**

Arizona, early voting starts Wed, Oct 9.
Election Day is Tues, Nov 5, 2024.

Paid for by VoteAmerica.org



Freeway Federal & State Law

- 11 p.m. turn off until sunrise
- 8 Second message
(no animation)



Goodyear Current Policy

Billboards ✗



Digital Marquees ✓



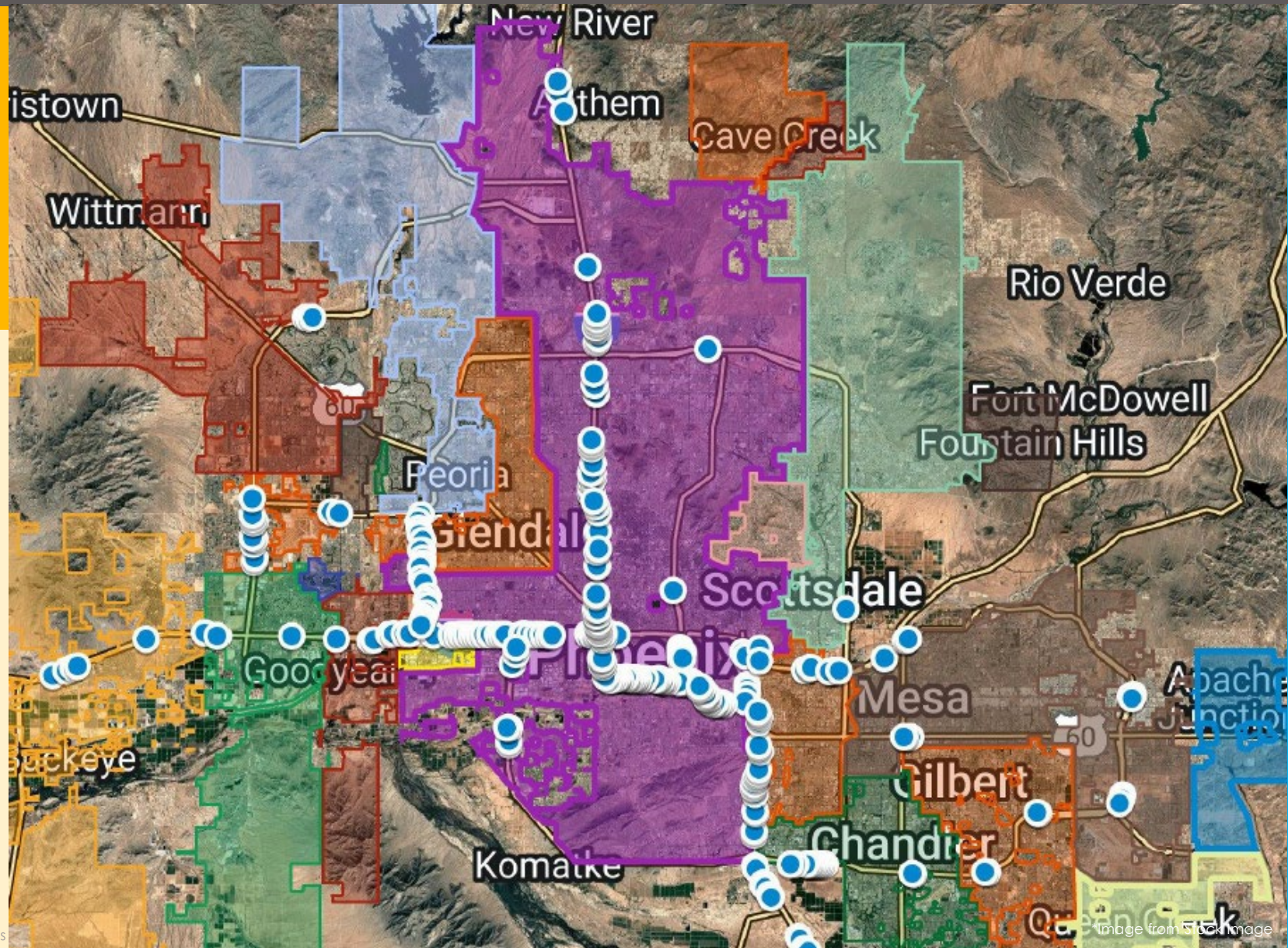
Digital Freeway Pylons ✓



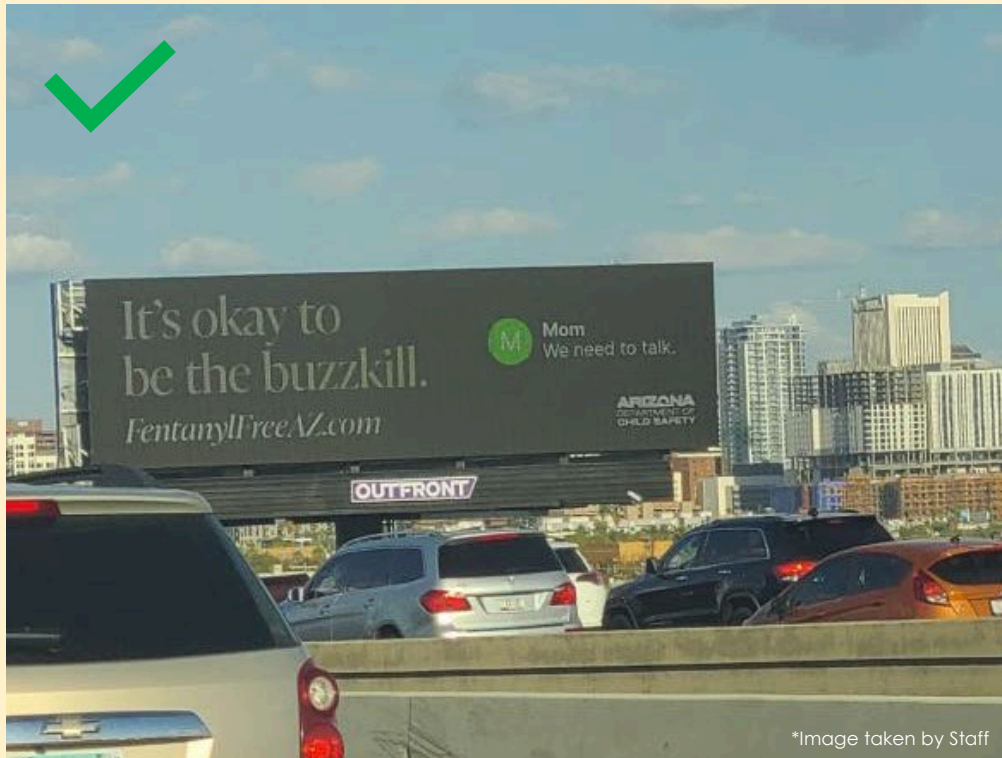
Other Cities & Towns

- Central Valley

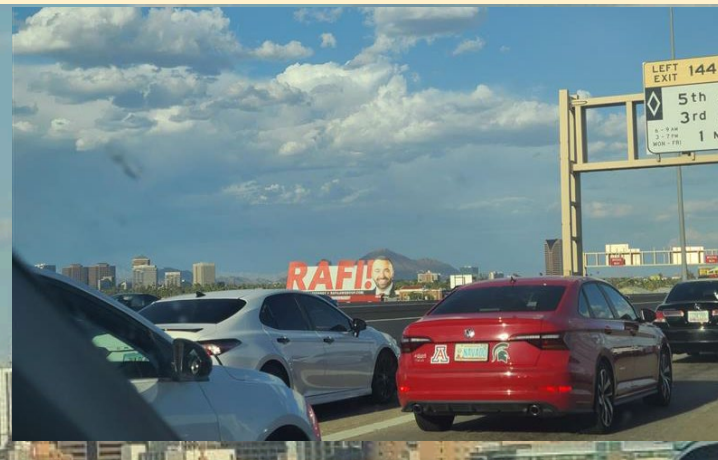
● = Staff identified billboards



Phoenix/Central Valley Focus



*Image taken by Staff



● = Staff identified billboards

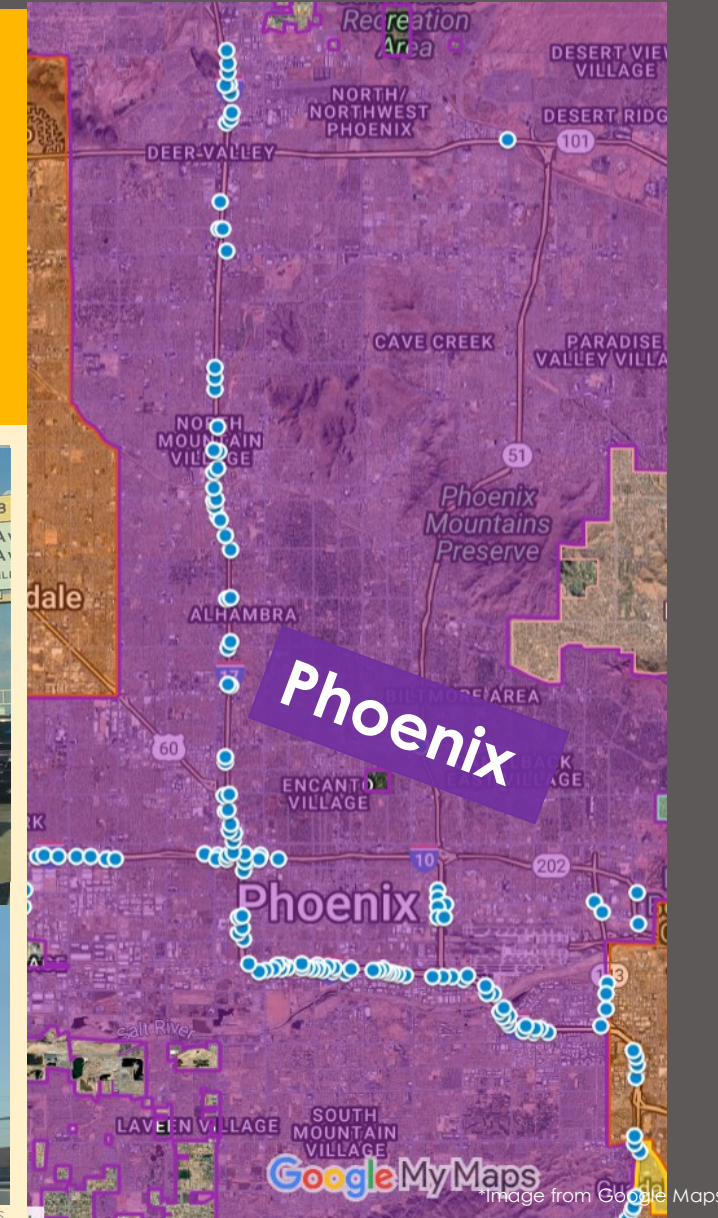
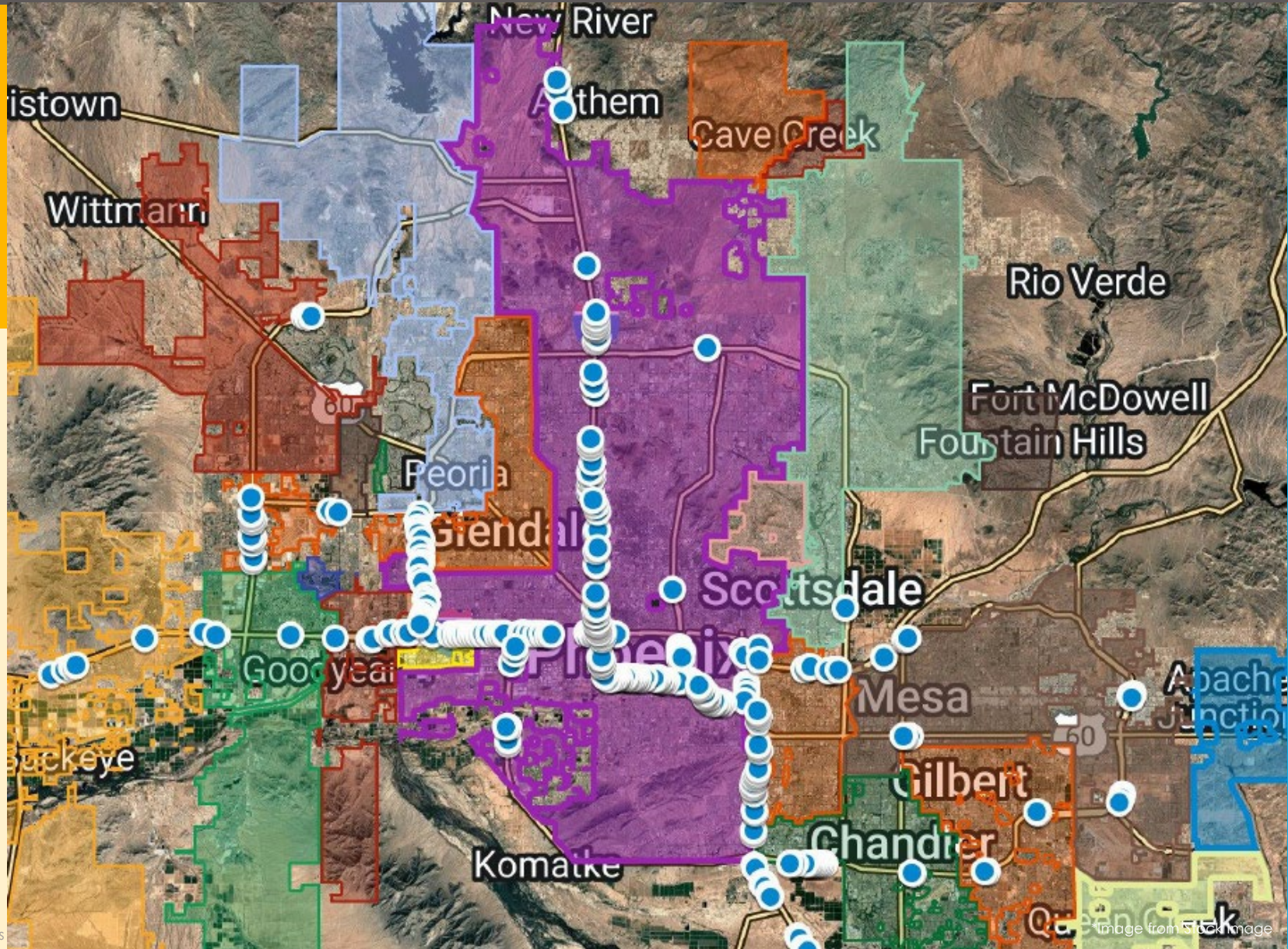


Image from Google Maps

Other Cities & Towns

- Central Valley
- Northeast Valley

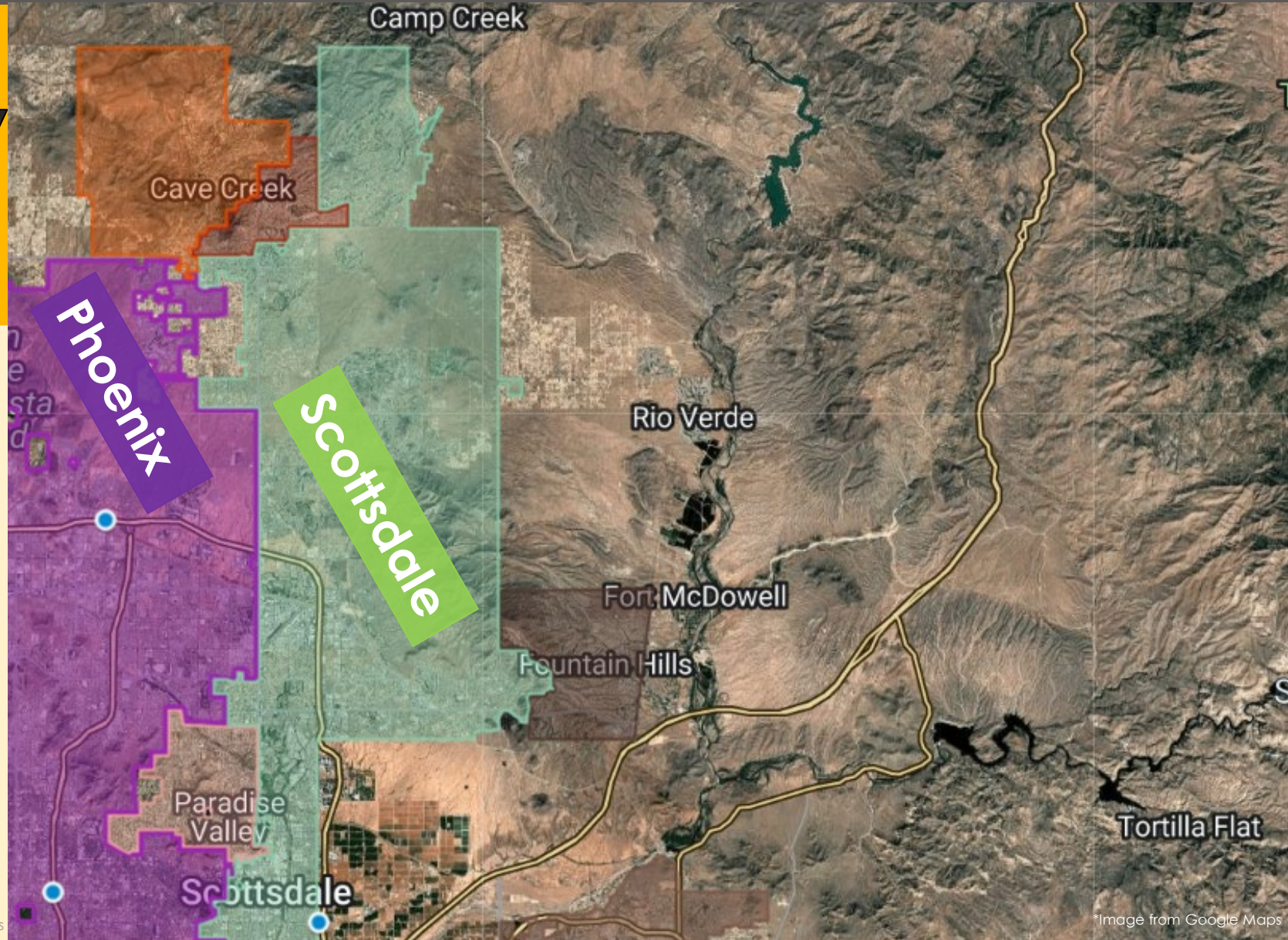
● = Staff identified billboards



Northeast Valley Focus

- Scottsdale ✖

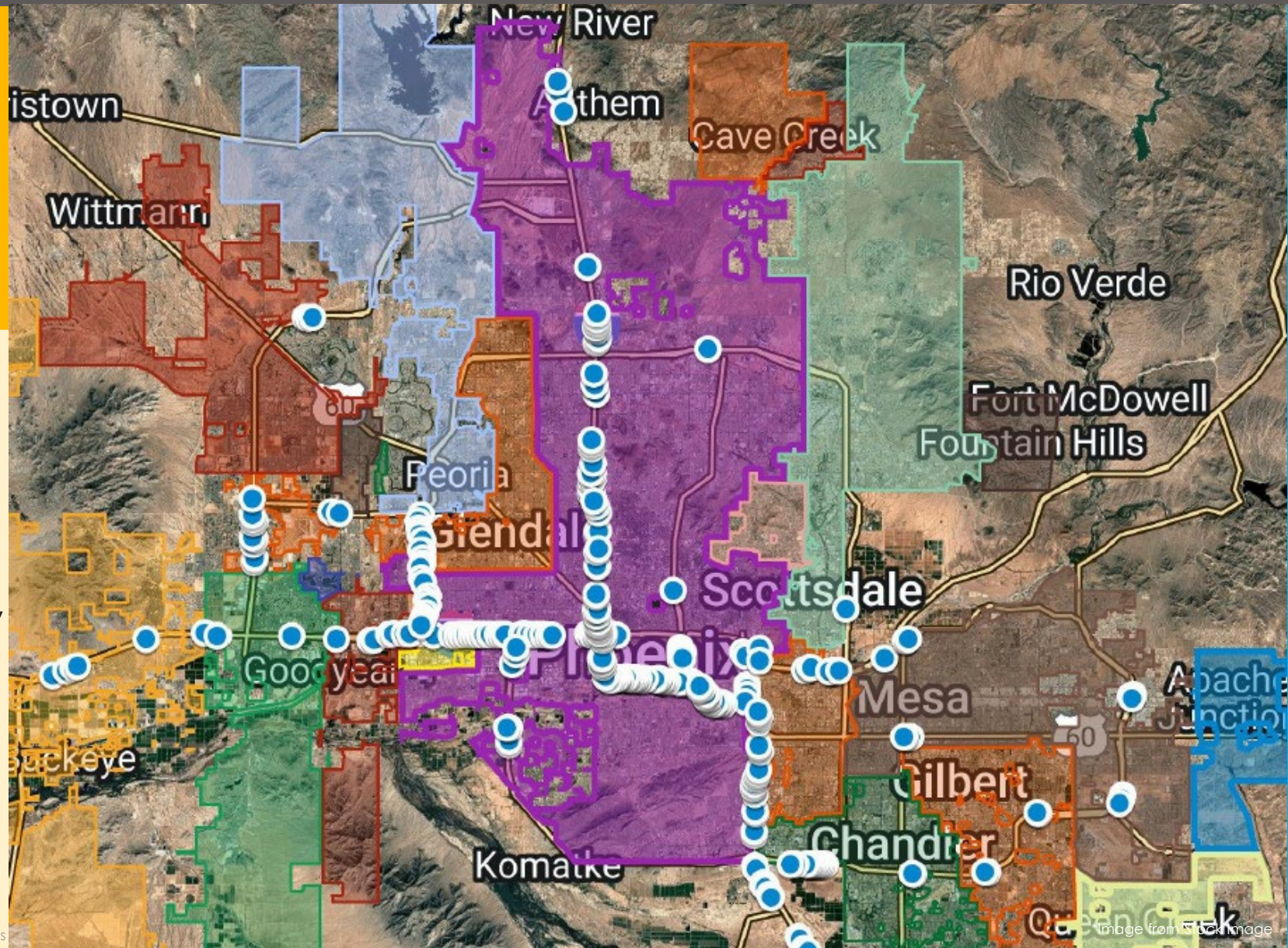
● = Staff identified billboards



Other Cities & Towns

- Central Valley
- Northeast Valley
- Southeast Valley

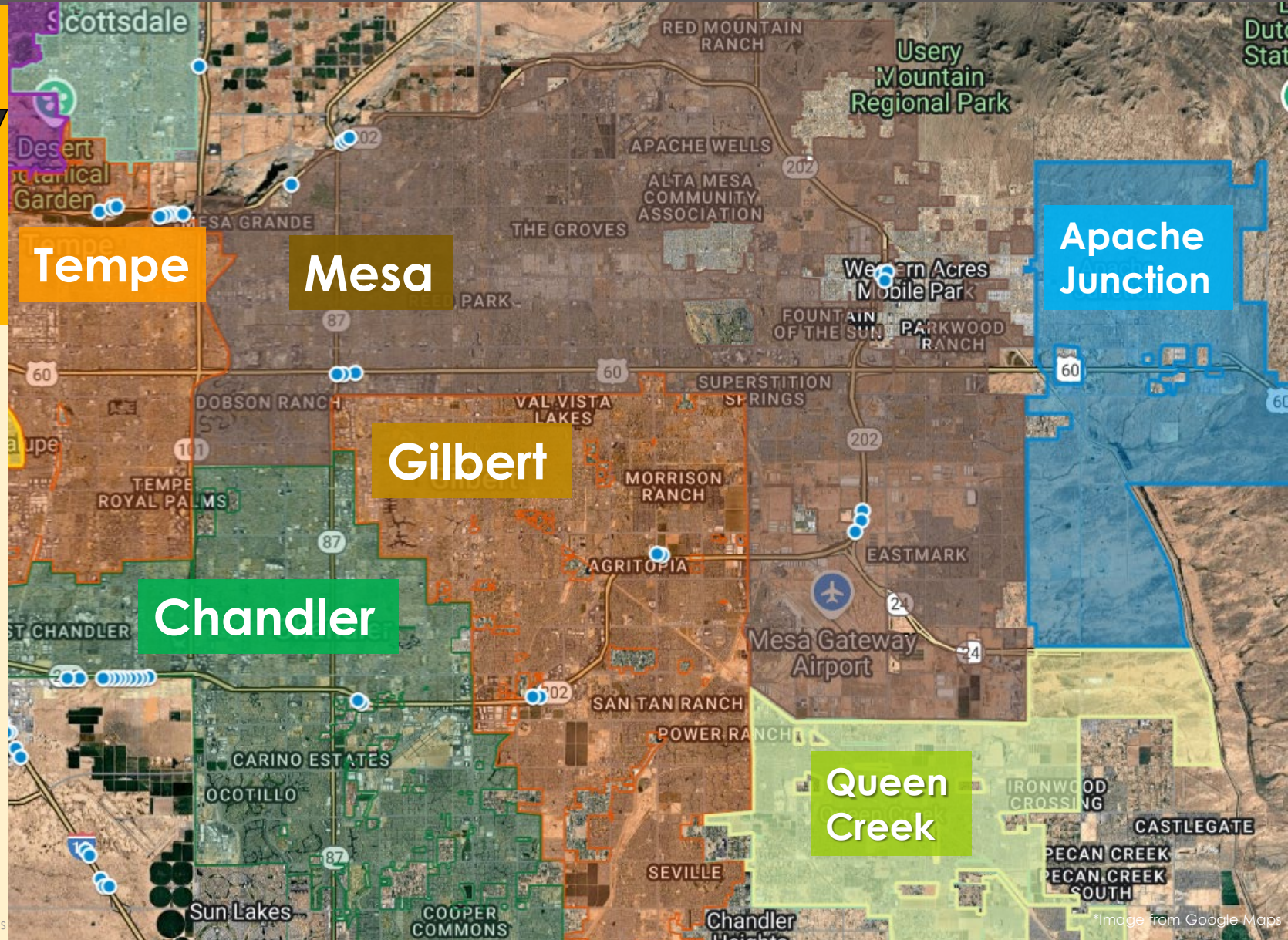
● = Staff identified billboards



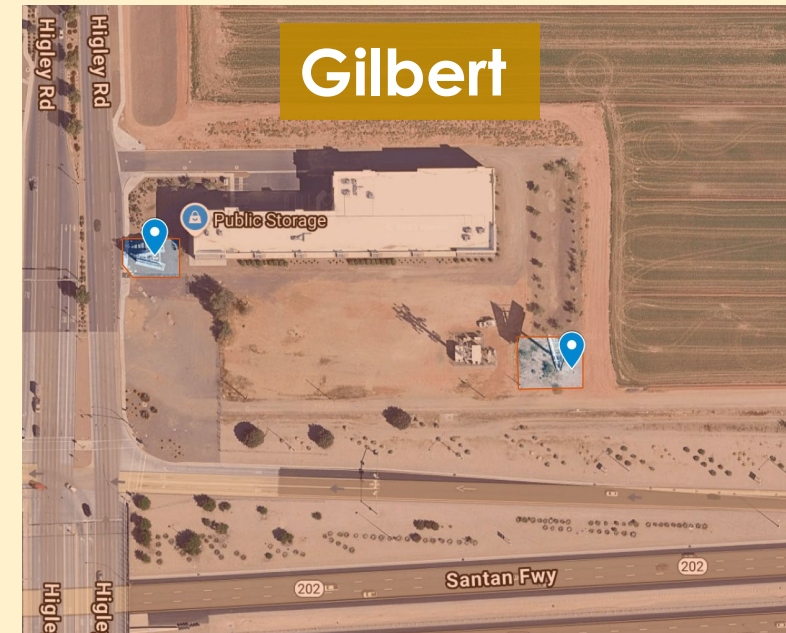
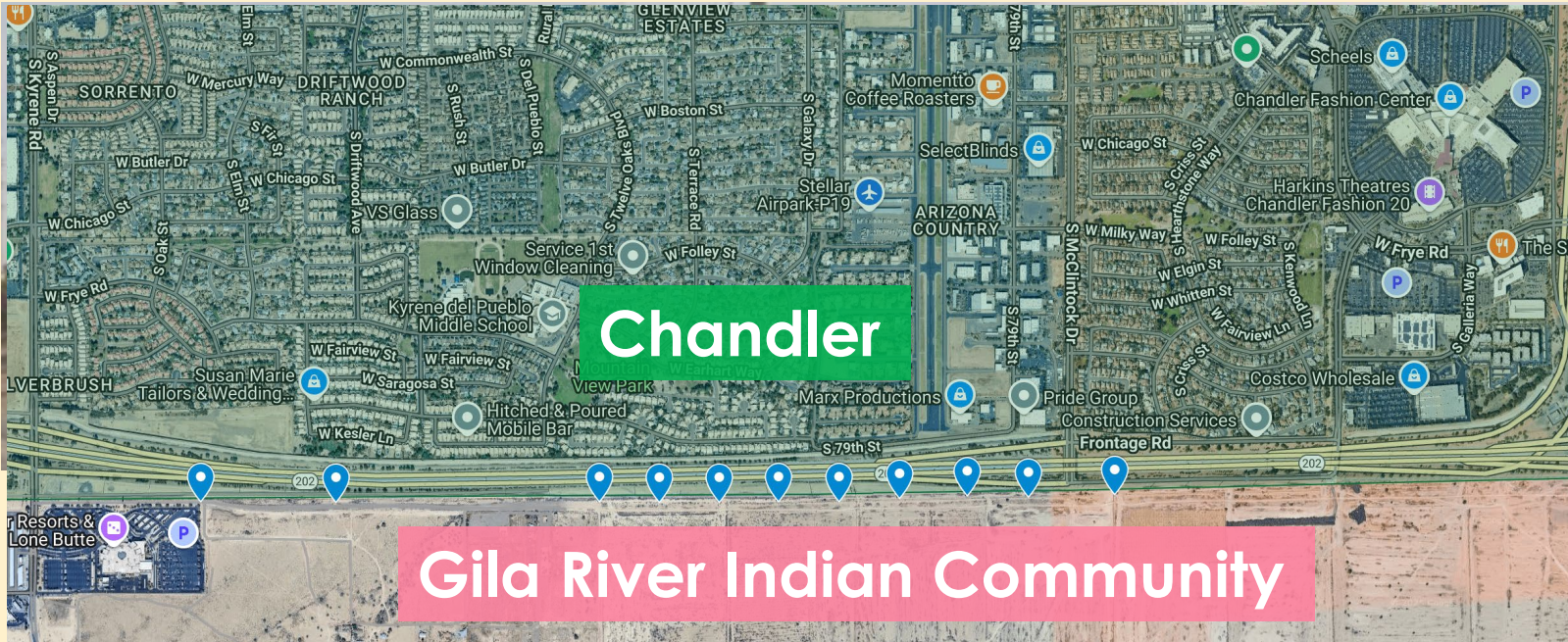
Southeast Valley Focus

- Tempe ✗ * ✓
- Mesa ✗
- Gilbert ✗
- Chandler ✗

● = Staff identified billboards



Spotlight: County Islands & Indian Communities

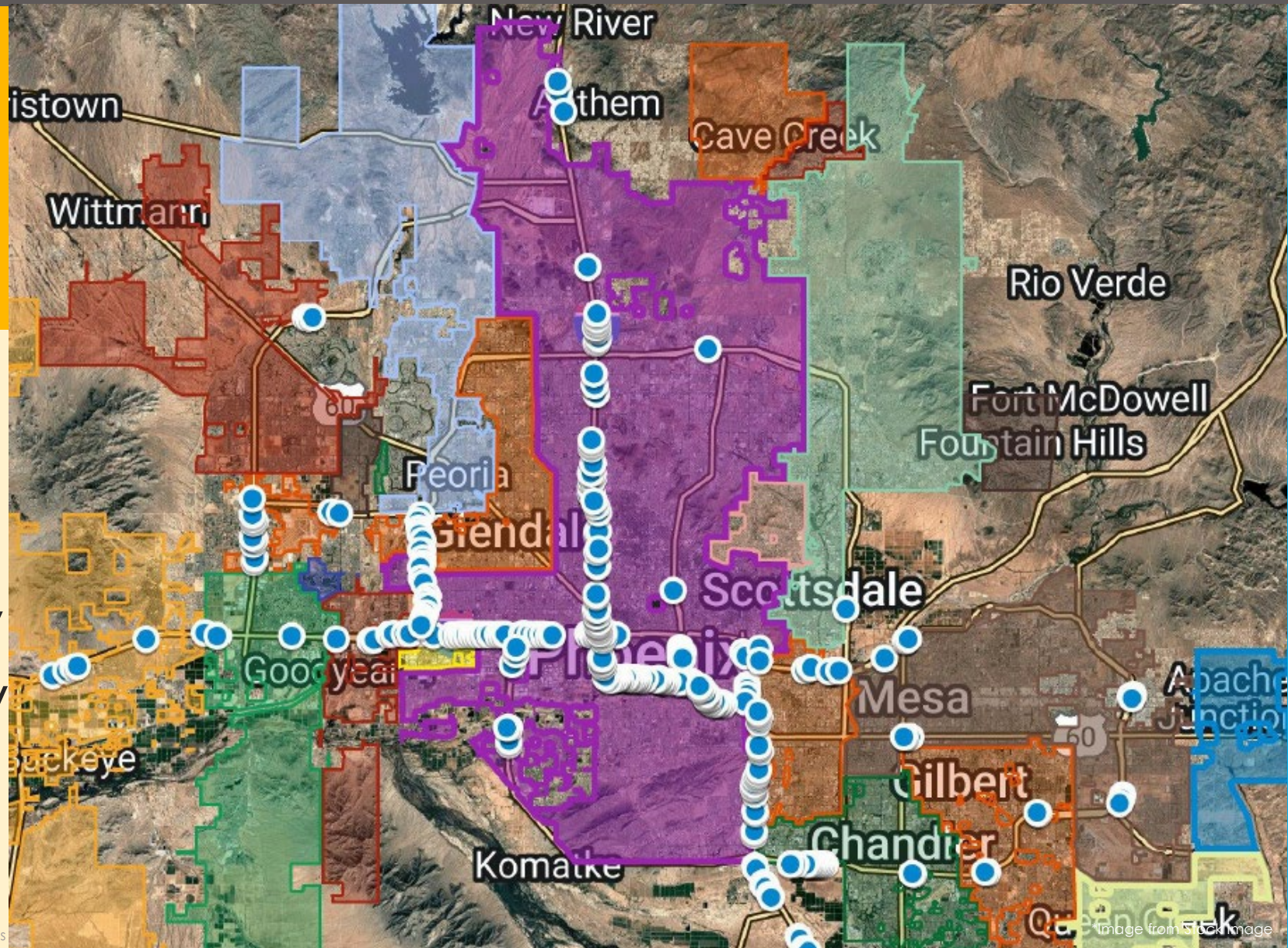


● = Staff identified billboards

Other Cities & Towns

- Central Valley
- Northeast Valley
- Southeast Valley
- Northwest Valley

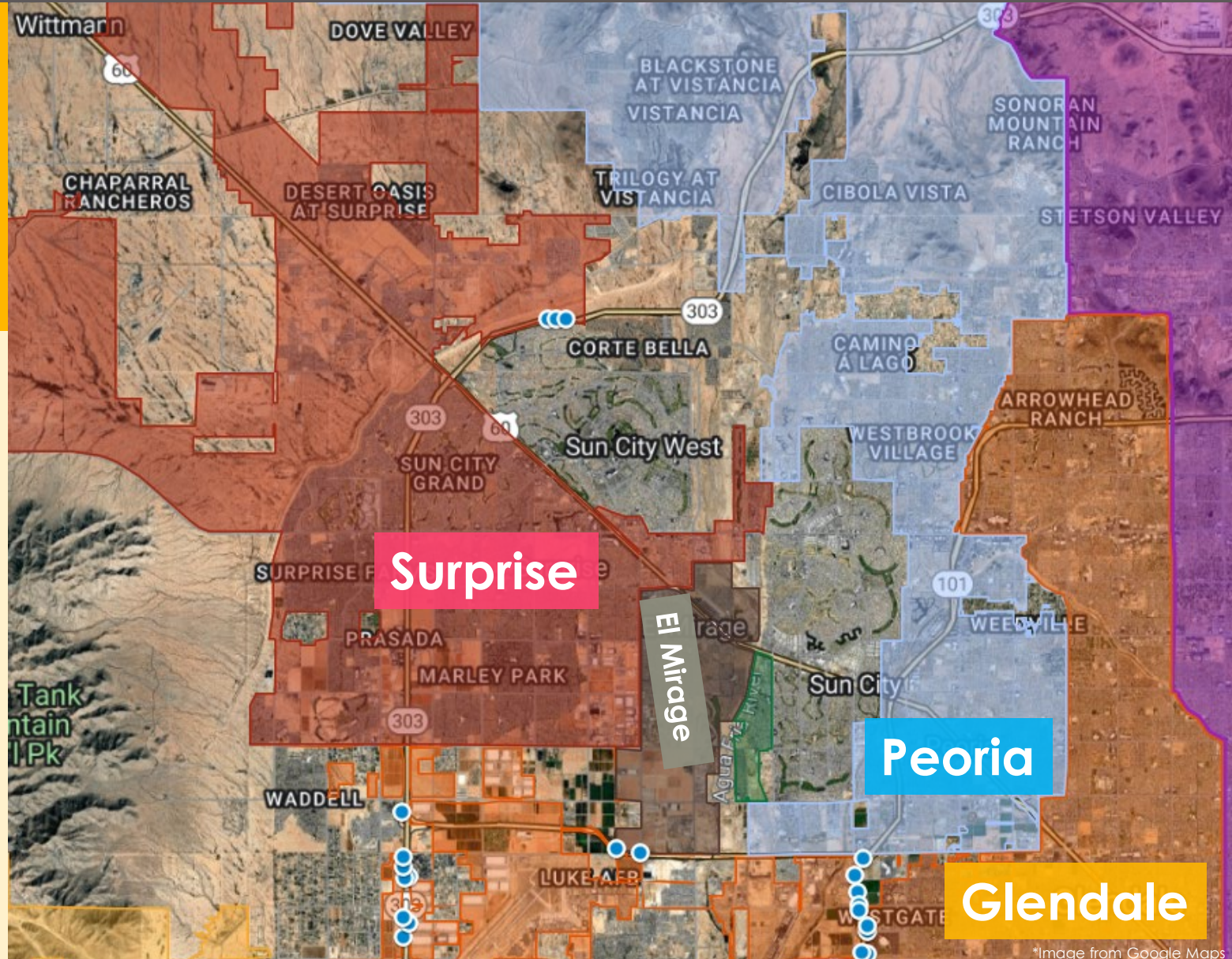
● = Staff identified billboards



Northwest Valley Focus

- Glendale ✓
- Peoria ✗
- Surprise ✓ *
- El Mirage ✓

● = Staff identified billboards



*Image from Google Maps

Spotlight: City of Surprise

- Allows three (3) on limited stretch of AZ-303L
 - Between dam & large powerlines
- Max height of 45 feet
- 660-foot separation
- PAD process for additional

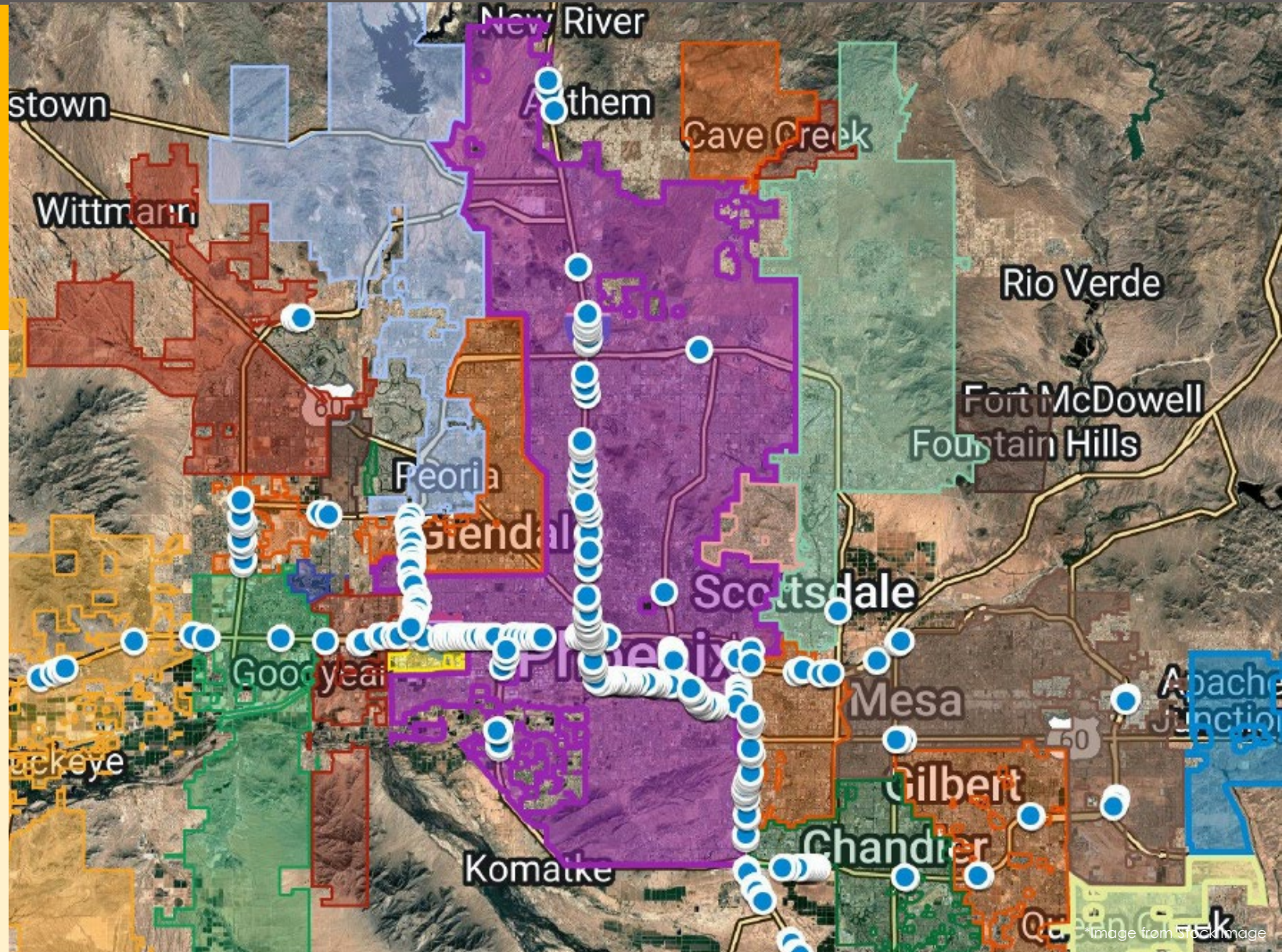


*Image taken by Staff

Other Cities & Towns

- Central Valley
- Northeast Valley
- Southeast Valley
- Northwest Valley
- Southwest Valley

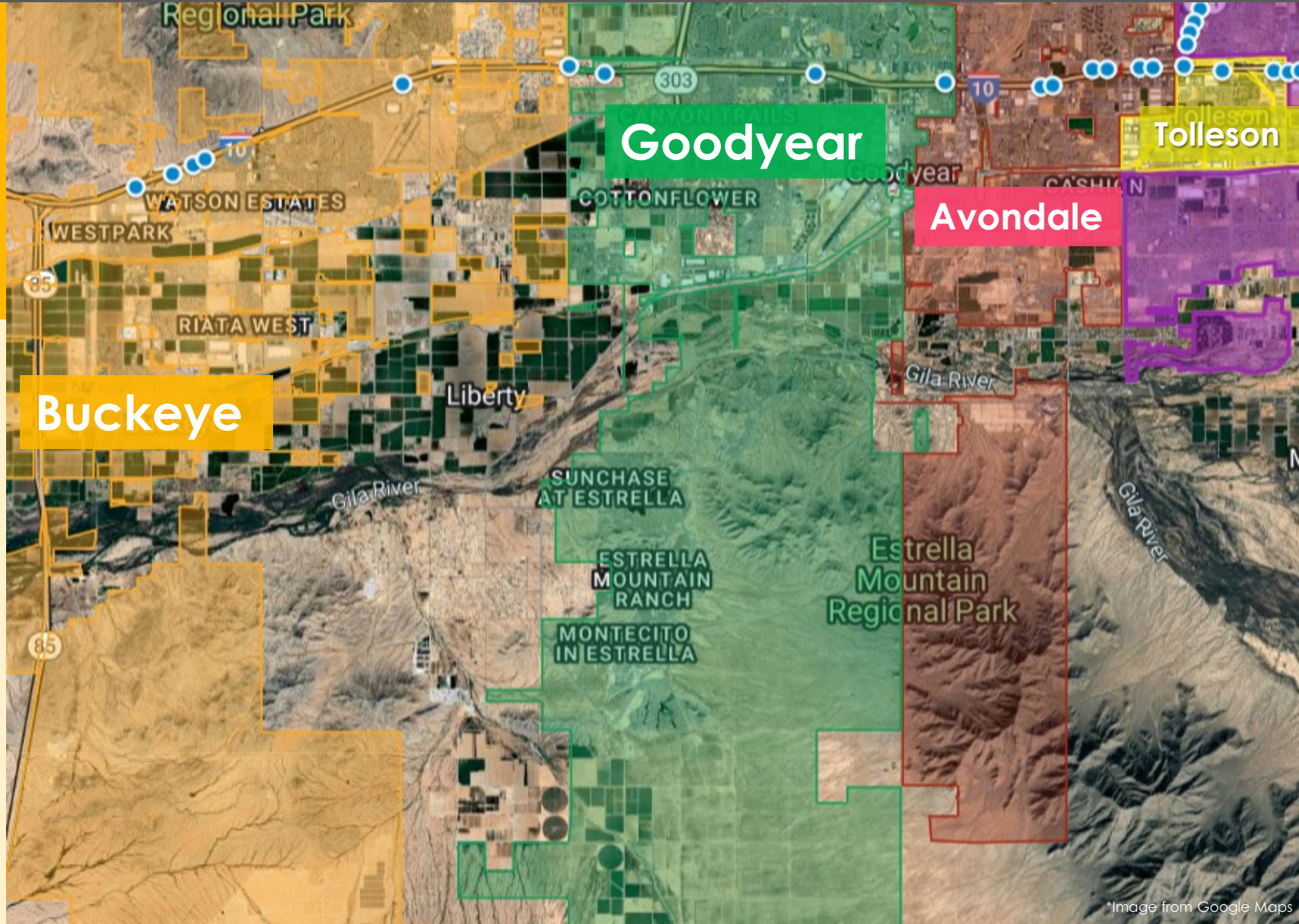
● = Staff identified billboards



Southwest Valley

- Tolleson ✓
- Avondale ✓
- Goodyear ✗
- Buckeye ✓

● = Staff identified billboards



Spotlight: City of Buckeye

- Up to eight (8) on I-10 and AZ-85
- Located in commercial, industrial, mixed-use
- 500-foot separation



*Image courtesy Arizona Central

Other Cities Summary

Not Permitted ❌

Chandler
Gilbert
Goodyear
Mesa
Peoria
Scottsdale
Tempe

Focused/Limited ⚠️

Surprise

Regulated ✅

Avondale
Buckeye
El Mirage
Glendale
Phoenix
Tolleson

Staff Analysis of Pros & Cons

Pros

- High traffic advertisement
- Community branding
- Community messaging
- Revenue for commercial centers
- Sales tax revenue
- Local & non-local advertisement

Cons

- Visual blight/look & feel
- Community identity & values
- Existing digital marquee/digital pylon
- Peer cities & success
- Limited sales tax revenue
- Non-local advertisement

Staff Recommendation

Not Permitted ❌

Chandler
Gilbert

Goodyear

Mesa
Peoria
Scottsdale
Tempe

- Do not permit billboards
- Do not expand digital marquees
- Utilize digital freeway pylons

Focused/Limited ⚠️

Surprise

Permitted ✅

Avondale
Buckeye
El Mirage
Glendale
Phoenix
Tolleson

Discussion

Digital Freeway Pylons



Billboards X

