

To Planning and Zoning Commissioners:

Please register my opposition to Case Z2021011

Applicant seeks approval of their request to allow a Plan of Development (POD) for a single off-site sign with the following deviation standards:

1. **Maximum Off-Site Sign Height of 70 feet.**
2. **Maximum Off-Site Sign Area of 678 square feet.**
3. **Minimum setback of 0' from the east property line along Ed Pastor Freeway/Loop 202.**
4. **No walls or screening required at the time of billboard permitting and construction but will be required when the property is developed..**

We appreciate Mr Allison coming back to meet with the LPC, and confirm the summary submitted to the commission on June 8, 2021. It is unfortunate there wasn't any indication or effort put forward that suggested a willingness to compromise and come to a consensus regarding the site and its proposed use, as Commissioners had suggested.

Applicant and Staff have indicated the site lies within the Laveen Planning Area, as has the Laveen Planning Committee. On page 33 of [Maricopa County's Vision 2030 Comprehensive Plan](#), Titled: **RELATION TO COUNTY AREA PLANS**

<p><i>Vision 2030</i> explains Maricopa County's policies and expectations for the development of unincorporated areas, but given how much area this includes it is neither possible nor practical for this plan to consider local and site-specific issues. To address this problem Maricopa County uses its Area Plan program to support local needs.</p> <p>Area Plans are small-scale plans that account for the unique conditions and needs of specific parts of the county. Maricopa County has 13 area plans that range in size and scope:</p>	<ul style="list-style-type: none"><li>● White Tank/Grand Avenue Area Plan</li><li>● New River Area Plan</li><li>● Mobile Area Plan</li><li>● Rio Verde Foothills Area Plan</li><li>● Goldfield Area Plan</li><li>● East Mesa Area Land Use Plan</li><li>● Queen Creek Area Land Use Plan</li><li>● <b><u>Laveen Area Land Use Plan</u></b></li><li>● Estrella Area Land Use Plan</li><li>● Rainbow Valley Area Plan</li><li>● State Route 85 Area Plan</li><li>● Old U.S. Highway 80 Area Plan</li><li>● Tonopah/Arlington Area Plan</li></ul>
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“Area plans include policies, a future land use map, and an implementation program. Although area plans address local needs they nonetheless support Vision 2030 and will be updated as necessary to reflect this support’.

MARICOPA COUNTY LAND USE PLAN

LAVEEN PLANNING AREA

Adopted February 18, 1992



LAVEEN  
QUALITY DESIGN  
AND SIGN GUIDELINES

Adopted September 23, 1987  
REV August 1992

LAVEEN PLANNING COMMITTEE  
P.O. Box 50 Laveen, Arizona 85339

C. ON-PREMISE SIGNS

On-premise signs are defined as signs located on land attached to the activity in question and as defined in Arizona Department of Transportation outdoor advertising control regulation.

ATTACHED SIGNS -- PROJECTING:

- Shall be in covered pedestrian areas and not over six square feet in area.
- Shall be limited to one per establishment per building face.
- Shall have a minimum of 8'-0" clearance when directly over pedestrian walkways.
- Roof signs or signs above eave level shall not be encouraged.

DETACHED OR FREE-STANDING SIGNS:

- Have a maximum of 24 square feet per face and have a maximum height of 8'-0" above grade.
- No individual tenant signs on roadways are permitted.
- Decorative or landscaped bases are encouraged.
- Design, material and color shall be compatible with the primary building.
- Billboards shall not be permitted.

D. TEMPORARY SIGNS

This classification includes real estate, architect, contractor, project and charity signs.

RECOMMENDATIONS:

- These signs are to be used only for public events and charities and must be removed as soon as possible (not to exceed three days after the event concludes).
- All signs of this classification must meet sign criteria, except that one sign per sponsor is permitted for each location with the proviso that such be removed on completion of the project or sale of the property.

LAVEEN RESIDENT ISSUE IDENTIFICATION

The Issue Identification element of the *Laveen Land Use Plan* summarizes the major land development issues raised by the residents of Laveen.

LAVEEN ISSUE IDENTIFICATION WORKSHOP

On February 4, 1986, a Laveen Community Issue Identification workshop was held at Laveen Elementary School. Residents, business people, property owners, Maricopa County Planning and Zoning Commission members and the Maricopa County Board of Supervisors were invited to attend the workshop through the issuance of a workshop newsletter and coverage in the Phoenix Gazette and Arizona Republic newspapers prior to the workshop.

Approximately 45 people attended the workshop. Participants at the workshop identified specific issues and expressed general ideas which they felt should be pursued to resolve the issues. Fifty-eight total issues were identified in the areas of environment, land use, transportation, and public utilities. These issues were prioritized by the residents in terms of relative importance. Each issue was rated as low, medium or high. Thirty-six of the issues were rated as high in importance. These issues are shown in *Table-12*, "Laveen Resident Issue Identification".

SUMMARY OF RESIDENT ISSUES

As the Planning Team prepared the Inventory and Analysis document for the Laveen Land Use Plan, it noted and commented upon specific issues that surfaced as a result of the extensive inventory and documentation that was conducted. The issues correspond very closely to many issues identified at the Community Issue Identification Workshop. These issues include:

Environment

The residents of Laveen perceived preservation of the natural environment, along with enforcing litter laws and eliminating billboards, as key issues to be addressed while preparing the Land Use Plan.

- Laveen Resident Issue Identification states, "The residents of Laveen perceived preservation of the natural environment, along with enforcing litter laws and eliminating billboards, as key issues to be addressed".
- Section C of the Sign Guidelines specifically indicate "Billboards shall not be permitted".

Lastly, 28-7903. Outdoor advertising prohibited

2. Spacing of outdoor advertising shall not be:

B. At interchanges on freeways or interstate highways outside municipal limits, an outdoor advertising sign, display or device shall not be erected in the area between the crossroad and a point five hundred feet beyond the beginning or ending of pavement widening at the exit from or entrance to the main traveled way.

Mr Allison is familiar with this statutory requirement as it was a barrier to allowing the full frontage along the Loop 303 freeway between Glendale and Bethany Home to be used for Off-Premise Signs, reducing the overall spacing of 3,000 ft +/- to only 820 feet.

Per the above statute, the sign proposed at Baseline and Ed Pastor Freeway cannot be allowed. In addition, it would fail to meet the spacing requirements as well, as there is an existing sign .

Please reject Case Z2021011

Thank you for the opportunity to be here today and for allowing me to speak.

Daniel Penton  
Laveen Planning Committee  
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