

More Billboards Popping up in the Valley?

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EXTRA EXTRA!

A new billboard ordinance was passed on December 7, 2011, requiring billboards be 1,000 feet apart on highways, 500 feet from residential zones and 300 feet apart on street. The frequency in billboard sites will increase compared to the previous regulation.

The new ordinance will eliminate billboards in C-3 zoning areas, although restricted, will allow billboards along major streets and residential areas and will open up highway sites.

"I really believe that the ordinance that got passed will create a proliferation of billboards in the city of Phoenix that we don't need. We had an orderly system where you had one or two come in, and it was done in a very logical and orderly way. The new ordinance, I believe, will bring in more billboards," said Councilman Sal DiCiccio.