

ARTICLE 9-3 MCDOWELL ROAD BUSINESS AND ENTERTAINMENT DISTRICT

- 9-3-1 Purpose
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9-3-1 PURPOSE

The purpose of this District is to promote the development of a specified part of the McDowell Road corridor as a regional hub of employment, commercial and entertainment uses. Because of the unique features of this mixed-use area and the regional nature of the uses, it is appropriate to create an Overlay District to ensure that development occurs in accordance with the City's intent for the area.

9-3-2 APPLICABILITY

- A. The Overlay District shall apply to developments having frontage along McDowell Road between North 145th Avenue on the east and North Sarival Avenue on the west.
- B. Land use regulations and development standards applicable to this Overlay District shall be those of the underlying zoning districts, except as those regulations that may be specifically modified by this Article.
- C. If any regulations in this Overlay District are in conflict with requirements of the underlying zoning districts, the regulations in this Overlay District shall prevail.

9-3-3 SUPPLEMENTAL SIGN REGULATIONS

- A. To promote the intent of the District as a regional hub of activity, properties zoned C-2, General Commercial, or Planned Area Developments with underlying C-2, General Commercial, zoning may utilize monument signs with the following elements:
 - 1. Electronic Message Display:
 - a. A monument sign may utilize one electronic message display per side through approval of a major amendment to the Comprehensive Sign Package for that development or, if no Comprehensive Sign Package exists, then through the approval of a new Comprehensive Package for the development.
 - b. An electronic message display may not occupy more than 50% of the allowable sign area of the monument sign.
 - c. The electronic message display shall be static. The display of video, animation, or special effects, such as traveling, scrolling, fading, dissolving,

and bursting, shall be prohibited.

- d. Static displays shall not be changed more than once every eight seconds. Change of copy shall occur through an immediate transition.
- e. The message display shall include technology to control and vary the intensity of lighting depending on the amount of the ambient light that is present. The intensity of the lighting shall not exceed 300 nits from dusk till dawn.
- f. The electronic message display shall be shut off between the hours of 11 PM and sunrise when such display is located within 150 feet of a single family dwelling.
- g. Should the electronic message display malfunction, the display shall be shut off until such time that repairs have been completed to restore the electronic messaging system.
- h. The use of the electronic message display for off-site advertising is prohibited.
- i. The standards of this section do not apply to freeway pylons. All modifications to freeway pylon signs shall be made in conformance with Section 4-2-9 of the Zoning Ordinance.