

DESIGNATION OF LAND USE (“DOLU”) FOR SALT RIVER COMMUNITY PROPERTY DEVELOPMENT AND ASSET MANAGEMENT COMPANY (“DEVCO”) – 2 DIGITAL BILLBOARDS

- 1) MCCLINTOCK DRIVE DIGITAL BILLBOARD DOLU - CONVERSION**
- 2) LOOP 202 DIGITAL BILLBOARD DOLU - NEW**

SRPMIC Land Management Board
September 22, 2025



AGENDA

- Introduction
- Designation of Land Use Overview
- Aerial Map
- Billboard Sign vs. Business Sign
- Are Digital Billboards Allowed in the Community? Yes.
- Brief History of the Outdoor Advertising Signs Ordinance
- How Many Billboards are Allowed in the Community?
- Sign Appearance & Rendering
- Background
- DOLU Details
- Questions & Comments



INTRODUCTION

Community Development Department ("CDD")

- Quannah Dallas, Assistant Director

Economic Development Division ("EDD")

- Karshannon Gene, Manager

Office of General Counsel ("OGC")

- Niccole King, Senior Counsel
- Simon Goldenberg, Assistant General Counsel

DEVCO

- Alix Smith, CEO
- Stephen Cusano, Asset Manager



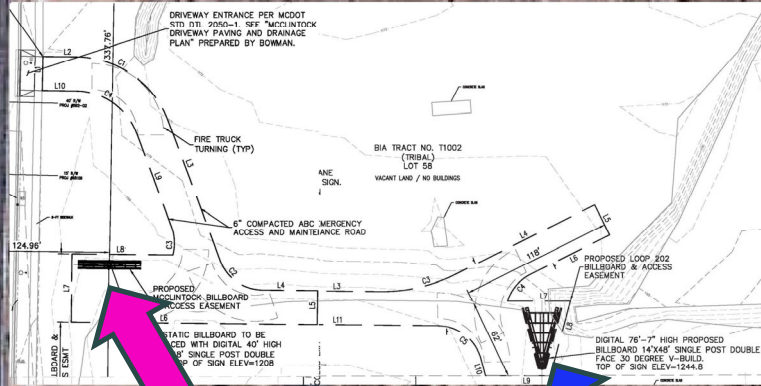
DESIGNATION OF LAND USE OVERVIEW

- Designation of Land Use
 - Salt River Pima-Maricopa Indian Community ("SRPMIC or Community") Code of Ordinances Chapter 17-1 sets forth the process
 - Community-owned land may be designated for use by any business entity of which the Community owns at least a majority interest
 - Memorialized in writing with a description of the parcel and any conditions for use
 - Process usually through a Community Council resolution.
- Proposed use
 - DEVCO is seeking a DOLU for the development of two (2) double sided digital billboards, which includes construction, operation and maintenance located at McClintock Drive and the Loop 202 Freeway.
 1. **Conversion:** McClintock Drive digital billboard - converting existing static billboard
 2. **New:** Loop 202 digital billboard



AERIAL MAP

McClintock Dr.



McClintock
Drive Digital
Billboard

Loop 202
Digital
Billboard

AZ SR 202

BILLBOARD SIGN VS. BUSINESS SIGN

Billboard Sign

Advertises goods, products, services, businesses, ideas, or messages unrelated to the location of the sign



Current Static McClintock Drive Billboard



Loop 101 Digital Billboard

Business Sign

At a business that advertises and directs people to that business



Off-Premise Business Sign

Advertises and directs people to a business located on a property different from where the sign is located



ARE DIGITAL BILLBOARDS ALLOWED? YES.

Chapter 17, Article VII, Outdoor Advertising Signs (SRO-497-2018) regulates billboard signs:

1. Allows billboards pursuant to the Council approved Comprehensive Sign Plan showing location and type of billboard;
 - Council adopted DEVCO's updated Comprehensive Sign Plan in 2015 allowing up to 5 digital billboards in select locations;
2. Provides administrative framework and permitting process for billboards;
3. Grants DEVCO the exclusive authority to own, manage and develop billboards;
4. Regulates lighting levels for digital and static billboards, minimum distance between signs, maximum sign height and extensions around a sign;
5. Provides variance process, similar to zoning ordinance variance process, for deviations from billboard standards where specifically warranted.



BRIEF HISTORY OF THE OUTDOOR ADVERTISING SIGNS ORDINANCE

- **Pre-2015:** DEVCO made an attempt to revise the Outdoor Advertising Signs ("OAS") ordinance, but the revision was not approved by Council.
- **04/22/2015:** DEVCO made another request to revise OAS Comprehensive Sign Plan:
 - To include digital billboards
 - Update the approved locations for the billboards.
- **06/24/2015 Council Executive Session:** Council directed DEVCO (with CDD and OGC's assistance) to update the Comprehensive Sign Plan and amend the OAS ordinance to allow digital billboards along Loop 101 (south of McKellips) and along Loop 202.
- **07/30/2015 and 09/17/2015 Council Work Sessions:** Council provided direction to 1) include digital billboards and 2) grant DEVCO exclusive authority to own, manage and develop billboards in the OAS amendment.



BRIEF HISTORY OF THE OUTDOOR ADVERTISING SIGNS ORDINANCE

- 09/23/2015 Council Open Session: Approved Resolution SR-3379-2015:
 - Updated Comprehensive Sign Plan;
 - Established a policy to allow up to 25 billboards in SRPMIC – up to 5 of those billboards could be digital billboards located in approved locations;
 - Affirmed DEVCO's exclusivity to own, manage and develop billboards in SRPMIC.
- 06/01/2017 Council Work Session: Discuss proposed OAS ordinance amendment.
- 06/21/2017: Council approved 90-day comment period on amended OAS ordinance amendment.
- April and May 2017: District Meetings for Districts A, D, F and G, E, B and C were held.
- 10/25/2017 Council Public Hearing: Council votes to approve amended OAS ordinance SRO-497-2018 (8 approve, 1 abstain).
- 12/18/19 Council Open Session: Following a Public Hearing process (Land Management Board & Council) the first digital billboard is approved along the Loop 101 Freeway south of McKellips.

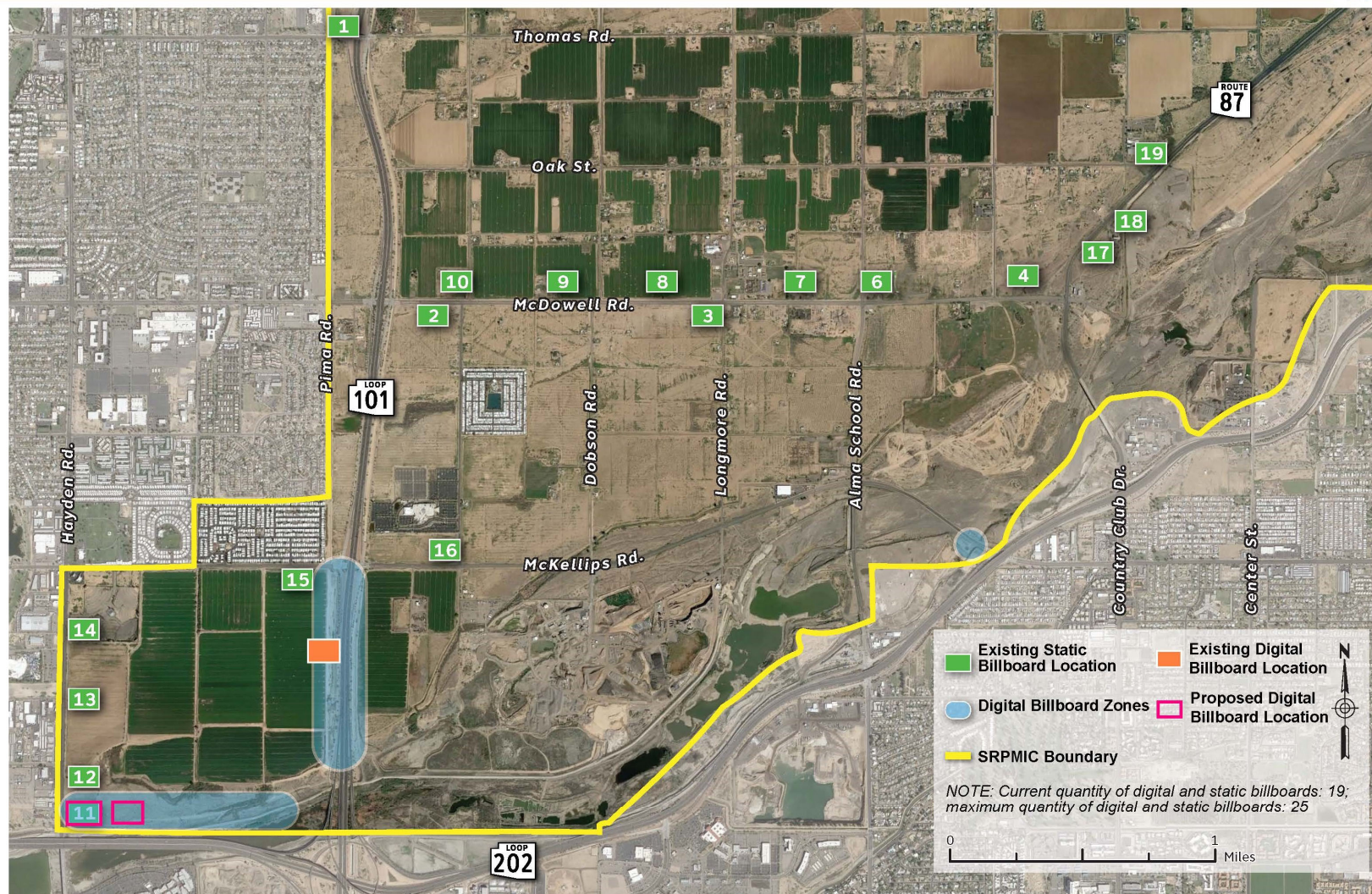


HOW MANY BILLBOARDS ARE ALLOWED IN THE COMMUNITY?

- The maximum number of billboards that may be constructed is twenty-five (25). Currently, there are nineteen (19) billboards in the Community.

Outdoor Advertising Signs - Amended Comprehensive Sign Plan

SRD



MCCLINTOCK SIGN APPEARANCE



LOOP 202 SIGN APPEARANCE



LOOP 202 RENDERING



BACKGROUND

- DOLU Premises
 - McClintock Drive Digital Billboard: The proposed DOLU premises will be on 0.3100 acres, more or less of Tribal Land.
 - Loop 202 Digital Billboard: The proposed DOLU premises will be on .4345 acres, more or less of Tribal Land.
- Term
 - DEVCO shall have a development period to obtain permits and construct the digital billboards. When construction is completed, DEVCO shall submit a Statement of Completion to the Community ("Construction Completion Date").
 - Following the Construction Completion Date a two (2) year period of operation shall begin. Following the initial two (2) years, DEVCO may request two (2) year renewals of the proposed DOLU, at Council's discretion.
- Rent
 - Following the Construction Completion Date, DEVCO shall have a two (2) year period to operate the proposed digital billboard with no rent obligation to the Community.
 - During each renewal term, DEVCO will submit an annual accounting and a negotiated amount as annual rent.
- Preferred Pricing will be offered to SRPMIC Enterprises, including the Gaming Enterprises and Beeline Highway Pit Stop.



DOLU DETAILS

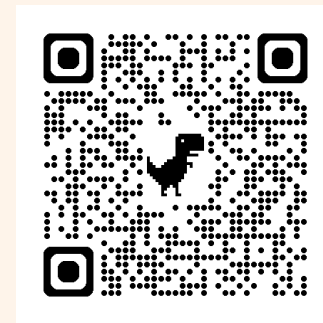
- Land Use Review – CDD/Planning Services Division (June 24, 2025)
 - McClintock Drive Digital Billboard: Concluded the proposed digital billboard site and is currently a static billboard within the Digital Billboard Zone and the proposed use is consistent with the intent of the General Commercial zoning district.
 - Loop 202 Digital Billboard: Concluded the billboard site is within the Digital Billboard Zone and the proposed use is consistent with the intent of the General Commercial zoning district.
- Environmental and Archaeological Review – CDD/Environmental Protection and Natural Resources Division (April 29, 2025)
 - McClintock Drive and Loop 202 Digital Billboard: Completed a review of the reference DOLU site and determined that there are environmental or archaeological concerns known to this area. Biological concerns include wildlife and vegetative resources, with recommendations noted to DEVCO.
- Cultural Review – Tribal Historic Preservation Office (April 22, 2025)
 - McClintock Drive and Loop 202 Digital Billboard: Reviewed and issued a concurrence memorandum stating “no historic properties affected” and that all biological recommendations must be followed.



PUBLIC COMMENTS

Community Members and other interested parties are encouraged to submit comments by 5pm, October 24, 2025.

1. Survey Monkey:
<https://www.surveymonkey.com/r/SRPMICPublicHearing>
2. SRPMIC Website:
<https://www.srpmic-nsn.gov/government/1879-phc/>
3. Phone/Text: 623-282-5757
4. Email: [Public Hearing Comments@srpmic-nsn.gov](mailto:PublicHearingComments@srpmic-nsn.gov)
5. US Mail: CDD, ATTN: Public Comments, 10005 E Osborn Rd, Scottsdale, AZ 85256



THANK YOU

QUESTIONS & COMMENTS?

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