

FREEWAY LANDMARK MONUMENT AMENDMENTS

Sean Pesek
Senior Planner



BACKGROUND

- May 2004
 - Allowed Freeway Landmark Monuments as a permitted use with approval of a Council Use Permit
 - Adopted the Freeway Landmark Monument Design Guidelines
- April 2006
 - Amended the Freeway Landmark Monument Design Guidelines
- May 2024
 - Staff directed by City Council to explore updates to the Freeway Landmark Monument Design Guidelines



STAKEHOLDER ENGAGEMENT

- Two stakeholder focus groups were held to discuss the proposed changes on Sept 26 and Oct 2
- Feedback Received:
 - More flexibility in the FLM shape (horizontal-to-vertical ratio)
 - More flexibility in the project destination name placement
 - minimum sign area for the destination name
 - location of the destination name
 - Sign area requirements should consider large commercial sites that have less freeway frontage and more arterial frontage

GENERAL RECOMMENDATIONS

- Repeal the existing Freeway Landmark Monument Guidelines (Resolution)
- Amend Section 11-73-7: Freeway Landmark Monuments (FLM) of the MZO to include development standards
 - Provide clarity and have all standards in one location
 - Include provisions for City Council to approve modifications to development standards
- Reorganize development standards
- Modify development standards to be consistent with Billboard regulations
- Remove outdated standards

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
GP Character Area	Regional Commercial or Public/Semi-Public	Remove requirement
Zoning Districts	LC, GC, PEP, LI, GI, or PC or ID-2 if specified as an allowed use	No Change
Minimum Site Area	Parcel or development site at least 30 contiguous acres in size	No Change
Frontage Requirement	Must have frontage on a freeway and intersecting arterial street	No Change
Number of FLMs	<ul style="list-style-type: none"> • 1 per development • Additional signs considered for larger sites (> 60 acres and > 2,000 ft of freeway frontage) 	<ul style="list-style-type: none"> • 1 per development • 1 additional sign permitted on larger sites (> 60 acres and > 2,000 ft of freeway frontage)

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Max. Height	No higher than reasonably necessary to be visible from a vehicle approaching on the same side of the freeway and located within sufficient distance to permit vehicles to safely exit	<ul style="list-style-type: none"> • 60 ft from natural grade within 50 feet of the FLM (consistent with Billboard regulations) • May be exceeded if the site contains unique or unusual physical conditions or relationship to the freeway that limits visibility • In no case can it exceed 90 ft
Max. Sign Area	<ul style="list-style-type: none"> • One sq ft of sign area per 2 lineal feet of freeway frontage • In no case may exceed 750 sq ft 	<ul style="list-style-type: none"> • One sq ft of sign area per 2 lineal feet of freeway or arterial frontage • In no case may exceed 750 sq ft
Dimensional Ratio	May not exceed a horizontal to vertical ratio of 1:3	Remove requirement
Setbacks	Must be located within 200 ft of the freeway ROW	<ul style="list-style-type: none"> • Must be located within 250 ft of the freeway ROW • Consistent with Billboard regulations

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Spacing between FLMs	Min. 2,000 ft from an existing or approved FLM on the same side of the freeway; no more than 3 per one-mile stretch of freeway	No Change
Spacing between FLMs and Billboards	N/A	<ul style="list-style-type: none"> • Min. 1,000 ft from an existing billboard, including billboards on adjacent properties or neighboring jurisdictions • Consistent with Billboard regulations
Spacing between FLMs and Residential Zoning District or residential uses	No less than 10x the proposed FLM height	<ul style="list-style-type: none"> • 500 ft unless a line-of-sight study or balloon test demonstrated the FLM will not be visible to/from residential uses or district. • In no case may be closer than 400 ft • Consistent with Billboard

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Nighttime Illumination	Limited to the sign copy or sign message	<ul style="list-style-type: none">• Limited to the sign copy or sign message• Must be extinguished from 11:00 pm to sunrise• Consistent with Billboard regulations
Electronic Message Display – Message Sequence Interval	Minimum period of one hour	<ul style="list-style-type: none">• 8 seconds• Consistent with Billboard regulations and sign ordinance regulations for electronic message displays
Electronic Message Display – Lighting Intensity	Varies based on time of day and LED color	<ul style="list-style-type: none">• Intensity shall not exceed 300 nits (in full white mode) from sunset to 11:00 pm• Illumination must be extinguished from 11:00 pm to sunrise

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Project Identification	<ul style="list-style-type: none">• Project or destination name clearly visible and located towards the topmost visible portion of the FLM and located under any sign embellishment.• At least 20% of the total sign area should be used to identify the project or destination name.• When a FLM contains multiple tenant panels, the sign area used for names of individual tenants should be considered secondary to the project or destination name.• The development or destination name shall be assigned more sign area and prominence than individual tenant or store names.	<ul style="list-style-type: none">• Project or destination name clearly visible and located towards the topmost visible portion of the FLM or located vertically along the side

SPECIFIC RECOMMENDATIONS

Standard	Current Requirements	Proposed Amendments
Architectural Compatibility	Having a form, texture, color, and finish that incorporates representations complimentary to the primary architectural or natural features of the associated development or feature	No Change
Materials	Having low maintenance, architectural-grade surfacing materials such as metal, masonry, ceramic tile, glass or stucco	No Change



QUESTIONS



mesa·az