

Focus Group Questions and Staff Responses

No.	Topic	Meeting Date	Question/Comment	Staff Response
1	Deviations	9/26/2024	Can property owners deviate from any of the proposed Freeway Landmark Monument standards?	As proposed, City Council may approve modifications or alternatives to the proposed development standards provided the required findings are met.
2	Deviations	9/26/2024	Allow flexibility in the application of certain design requirements, similar to the city's Alternative Compliance process.	As proposed, any FLM requires approval of a Council Use Permit (CUP) from City Council. Any deviations or modifications to the established sign standards will be incorporated into the CUP.
3	Effective Date	9/26/2024	If an application is submitted prior to the effective date of the ordinance, which standards apply?	If an application is submitted prior to the effective date of the ordinance and has not already gone to a public hearing, the applicant may choose whether to use the current standards or the proposed standards after the effective date.
4	2050 General Plan Update	9/26/2024	Why are the existing General Plan Character Area designations referenced in the draft ordinance? Shouldn't it reference the placetypes in the 2050 update? What Placetypes are going to be eligible?	The current text reflects the anticipated timing of both the FLM ordinance and the ratification of the 2050 General Plan. If the General Plan update is ratified before the FLM text amendments are adopted, staff will adjust the verbiage. It is anticipated that the Placetypes eligible for a FLM will be Regional Center, Urban Center, and Regional Employment Center.
5	Spacing Requirement	9/26/2024	The proposed Freeway Landmark Monument spacing requirement limits creative designs seen at Tempe Marketplace and Desert Ridge.	Deviations to standards, including the spacing requirement, can be requested and will be considered on a case-by-case basis.
6	Design Standard	9/26/2024	Modern signage comes in a variety of formats. Requiring developments to have the destination name on top of the sign is antiquated.	Staff modified the proposed text amendment to remove the requirement that the project or destination name account for a minimum of 20% of the sign area. Staff also made revisions to allow for the project or destination name to be located vertically along the side of the FLM to allow more flexibility in design.
7	Electronic Display	9/26/2024	Using "nits" as an illumination measurement for electronic signage is outdated. Suggested consulting with electronic sign companies to understand what is currently being used.	Staff research indicated and staff confirmed that nits is the correct measurement for EMDs and is the measurement used in other jurisdictions as well as the state statute.
8	Electronic Display	9/26/2024	Why are we limiting electronic display and/or accent lighting from 11pm to sunrise?	This is consistent with our display requirements for billboards, requirements in the electric code, and requirements of the Arizona Highway Beautification Act.
8	Sign Area	9/26/2024	The guidelines don't account for narrow deep properties that don't have much freeway frontage despite being very large parcels. They don't get as much sign area.	Staff modified the proposed text amendments to add language that the maximum sign area can be calculated off of the linear frontage of the freeway or the arterial street, whichever is greater.
9	Electronic Display	10/2/2024	Are their lighting limits for the internally backlit signs?	The FLM ordinance and the sign code do not specify any limits.