

# FREEWAY LANDMARK MONUMENT AMENDMENTS

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# 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- Remove outdated standards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"><li>• 1 per development</li><li>• Additional signs considered for larger sites (&gt; 60 acres and &gt; 2,000 ft of freeway frontage)</li></ul>	<ul style="list-style-type: none"><li>• 1 per development</li><li>• <b>1 additional sign</b> permitted on larger sites (&gt; 60 acres and &gt; 2,000 ft of freeway frontage)</li></ul>



# 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"> <li>• 60 ft from natural grade within 50 feet of the FLM (consistent with Billboard regulations)</li> <li>• May be exceeded if the site contains unique or unusual physical conditions or relationship to the freeway that limits visibility</li> <li>• In no case can it exceed 90 ft</li> </ul>
Max. Sign Area	<ul style="list-style-type: none"> <li>• One sq ft of sign area per 2 lineal feet of freeway frontage</li> <li>• In no case may exceed 750 sq ft</li> </ul>	<ul style="list-style-type: none"> <li>• One sq ft of sign area per 2 lineal feet of freeway <b>or arterial</b> frontage</li> <li>• In no case may exceed 750 sq ft</li> </ul>
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"> <li>• Must be located within <b>250</b> ft of the freeway ROW</li> <li>• Consistent with Billboard regulations</li> </ul>

# 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"><li>• Min. 1,000 ft from an existing billboard, including billboards on adjacent properties or neighboring jurisdictions</li><li>• Consistent with Billboard regulations</li></ul>
Spacing between FLMs and Residential Zoning District or residential uses	No less than 10x the proposed FLM height	<ul style="list-style-type: none"><li>• 500 ft unless a line-of-sight study or balloon test demonstrated the FLM will not be visible to/from residential uses or district.</li><li>• In no case may be closer than 400 ft</li><li>• Consistent with Billboard regulations</li></ul>

# SPECIFIC RECOMMENDATIONS

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



# SPECIFIC RECOMMENDATIONS

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

# 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*



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