

**CITY OF GOODYEAR
PLANNING AND ZONING COMMISSION ACTION FORM**

**SUBJECT: COMPREHENSIVE SIGN
PACKAGE FOR THE GOODYEAR
MUNICIPAL COMPLEX**

STAFF PRESENTER: Alex Lestinsky,
Planner I

APPLICANT: Mark Flynn, City of
Goodyear, Public Works

CASE NUMBER: 15-630-00001

RECOMMENDATION:

Recommend approval of the Comprehensive Sign Package for the Goodyear Municipal Complex.

PURPOSE:

The proposed Comprehensive Sign Package is an amendment to the existing Venida Business Park Comprehensive Sign Package. These Packages are required for developments with three or more businesses and facilitates a unified design within the development.

BACKGROUND & COMMUNITY BENEFIT:

Current Policy:

The Zoning Ordinance requires that any development of three or more businesses, and all PADs, submit a Comprehensive Sign Package (CSP) to be reviewed and approved prior to the issuance of sign permits. Further, any CSP that proposes a deviation from the Zoning Ordinance shall be reviewed and recommended by the Planning and Zoning Commission, and approved by the City Council (Section 7-6-C). As this is a major amendment to the existing Venida Business Park CSP, the Zoning Ordinance requires major amendments to be processed and approved in the same manner as the initial CSP submittal.

Historical Information:

The Venida Business Park Complex was purchased by the City of Goodyear in September of 2012. After the purchase of the site, the complex was renamed to Goodyear Municipal Complex and the Goodyear Library was relocated to building C of the complex. In order to benefit customer experience, there has been a need for better signage and they have already been installed. The Comprehensive Sign Package was delayed while staff worked with Franklin Pierce University to create a compatible set of guidelines to meet their needs.

Community Benefit:

The signs assist customers in navigating the site and display a unified sign package for City facilities.

DISCUSSION:

Background:

The Venida Business Park Comprehensive Sign Package was approved on January 19, 2007. After the City purchased the complex in 2012, the goals of the signage needed to be redesigned to focus on customer accessibility.

Land uses and existing zoning surrounding the property include the following:

- North: Vacant land as part of the Airport Gateway at Goodyear Planned Area Development (PAD).
- South: Future Goodyear Police Operations Facility zoned I-1.
- East: Vacant land zoned I-1.
- West: Vacant land zoned C-2.

Details of the Request:

After obtaining ownership of the complex, the City is amending the Venida Business Park Comprehensive Sign Package to enhance customer navigation at the Goodyear Municipal Complex.

Staff Analysis and Findings:

The Goodyear Municipal Complex Comprehensive Sign Package is comparable to other sign packages around Goodyear. Below is a chart comparing a few other complexes around the City and the permitted regulations according to the Zoning Ordinance with the Goodyear Municipal Complex.

Site	# of entry Monument Signs Allowed	Additional Monuments (Directory/ Directional)	Monument Max. Area	Monument Max. Height	Wall Sign Max. Height
Goodyear Municipal Complex	2	4	55 sq. ft.	12' 8"	40"
Existing Venida Business Park Sign Package	2	N/A	45 sq. ft.	8'	30"
Palm Valley Professional Plaza	4	3	37.5 sq. ft.	5'	36"
Palm Valley Commerce Park	3	4	154 sq. ft.	14'	48"
Indian Palms Plaza	2	N/A	64 sq. ft.	8'	Area: 1 sq. ft. per lineal foot

Zoning Ordinance	2	N/A	48 sq. ft.	8' (+2' for architectural elements)	Area: 1 sq. ft. per lineal foot
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The Goodyear Municipal Complex CSP guidelines are similar to those reflected in the Zoning Ordinance and resemble other complexes while ultimately meeting the intents of a Comprehensive Sign Package. Therefore, staff recommends approval of the amendment.

Citizen Participation:

The Zoning Ordinance does not require the publication of a notice in the newspaper or the mailing of notices to adjoining property owners regarding the review and consideration of a comprehensive sign package. However, citizen comments can be considered at the time a comprehensive sign package is reviewed by the Planning and Zoning Commission or City Council. No written comments or other inquiries have been received by staff related to this case.

FISCAL IMPACT:

There is no anticipated direct fiscal impact to the City of Goodyear from the proposed comprehensive sign package.

ATTACHMENTS:

1. Aerial Photo
2. Goodyear Municipal Complex Comprehensive Sign Package dated June 1, 2015