

**CITY OF GOODYEAR
COUNCIL ACTION REPORT (CAR)**

SUBJECT: Comprehensive Sign Package for Goodyear City Hall	STAFF PRESENTER: Katie Wilken, Planning Manager
	CASE NUMBER: 17-630-00003
	OTHER PRESENTER: Walt Kinsler, Project Manager

PROPOSED ACTION:

Approve the Comprehensive Sign Package for Goodyear City Hall.

BACKGROUND AND PREVIOUS ACTIONS:

The Goodyear Financial Center Comprehensive Sign Package (CSP) was originally approved by City Council on March 26, 2001. The original CSP included both the City Hall and Goodyear Financial Center Parcels.

STAFF ANALYSIS:**Current Policy:**

The Zoning Ordinance requires that any development of three or more businesses 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 7-10-A). As this CSP proposal replaces the Goodyear Financial Center CSP pertaining to the City Hall building, the Zoning Ordinance requires major amendments to be processed and approved in the same manner as the initial CSP submittal.

Details of the Request:

The CSP proposes seven signs within the Goodyear City Hall vicinity, which include monument and building mounted signage. The intent of the signage update is to improve city facility way-finding and consistency in signage design between other city facilities.

The CSP process allows for deviations to the Sign Ordinance with the approval of Planning and Zoning Commission and City Council. The request also includes two deviations from the City's Sign Ordinance:

Type	Current Regulations	Proposed
Directional Signage (ZO 7-8-B-3)	Max height: 3 ft. Max Sign Area: 6 sq. ft.	Max height: 4 ft. Max Sign Area: 10 sq. ft.
Monument Signage, Internal (ZO 7-8-B-8)	Max height: 6 ft.	Max height: 8'-6"

Article 7-10 (Special Sign Areas) requires Comprehensive Sign Packages to be evaluated based on the following:

- *Size and Height: The Comprehensive Sign Package shall demonstrate that all proposed signage is no larger than necessary for sufficient visibility and legibility. Factors to be considered in determining allowed size and height may include, but are not limited to, topography, traffic volumes, traffic speeds, visibility ranges, copy size and impact on adjacent property.*

Although a deviation from the sign ordinance is being requested, the size and height of the proposed signage is necessary for sufficient visibility and legibility, and is consistent with signage approved and built with the Goodyear Financial Center CSP.

- *Location and Orientation: Signs should be located and oriented to allow sufficient visibility and legibility for pedestrian and vehicle traffic. Factors that may be considered in reviewing the appropriateness of the sign location and orientation may include, but are not limited to, location relative to the surrounding streets and land uses, traffic volumes and access points, visibility angles and topographic features.*

Besides the City Hall Plaza sign, the monument signs included in the package are proposed to replace existing signage that was originally approved with the sign package.

- *Design, Colors and Materials: Signs proposed under the Comprehensive Sign Package shall be harmonious with and enhance the architecture and theme of the specific development in which the signs are located. Compatibility with the specific development shall include the use of complementary colors, materials and architectural style.*

The design, colors, and materials of the signage is consistent with the existing theming used at other city facility sites.

- *Surrounding Land Uses: Signs shall not adversely impact adjacent land uses, especially adjacent residential land uses. The Comprehensive Sign Package shall demonstrate the measures that will be taken to ensure the proposed signage will not adversely impact adjacent land uses in terms of lighting, size, location and orientation.*

The adjacent land uses are also commercially zoned. The monument signs will include directional signage to the Goodyear Financial Center and will benefit the site. This comprehensive sign package will not impact the current sign approvals for the Goodyear Financial Center. If the Goodyear Financial Center wishes to alter their signage in the future, they have the same opportunity to amend the comprehensive sign package.

This item was considered by the Planning and Zoning Commission at their regular meeting on September 13, 2017. The Commission voted to recommend approval of the comprehensive sign package by a 5-0 vote.

FISCAL ANALYSIS:

There is no immediate impact to this fiscal year budget associated with the approval of the comprehensive sign package. However, there is funding in the Public Works FY18 budget to install the proposed new signage, if approved.

RECOMMENDATION:

Approve the Comprehensive Sign Package for Goodyear City Hall. The Planning and Zoning Commission unanimously recommended approval at their regular meeting on September 13, 2017.

ATTACHMENTS:

1. Aerial Photo
2. Goodyear City Hall Comprehensive Sign Package