

AGENDA ITEM #: _____

DATE: April 27, 2020

CAR #: 2020-6923



COUNCIL ACTION REPORT

SUBJECT: Goodyear Village Center Comprehensive Sign Package

CASE NUMBER: 19-630-00008

STAFF PRESENTER(S): Christian M. Williams, Planner

Summary: A Comprehensive Sign Package for Goodyear Village Center
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Recommendation:

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| <ol style="list-style-type: none">1. Approve the Comprehensive Sign Package titled Goodyear Village Center Master Sign Program subject to the following stipulations:<ol style="list-style-type: none">a. Except as expressly modified in the Goodyear Village Center Master Sign Program, all signage within Goodyear Village Center shall comply with all applicable requirements in the City of Goodyear Zoning Ordinance related to signage, including but not limited to the requirements in Articles 7 and 10;b. Notwithstanding anything to the contrary in the Goodyear Village Center Master Sign Program, the owner(s) of the property subject to the Goodyear Village Center Master Sign Program, not the tenants, are responsible for ensuring compliance with the signage requirements in the Goodyear Village Center Master Sign Program and the requirements in the City of Goodyear Zoning Ordinance regarding signage, including but not limited to requirements for maintain signage in good working order; andc. No permits shall be issued for the construction and installation of any new signs within Goodyear Village Center (the two Multi-Tenant Monument Signs identified as A on the Site Plan attached to the Goodyear Village Center Master Sign Program) until the existing monument sign generally located at the southwest corner of Litchfield and Celebrate Life Way (the Existing Monument Sign identified as C on the Site Plan attached to the Goodyear Village Center Master Sign Program) has been removed. |
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Fiscal Impact: There is no direct budget impact associated with the approval of this Comprehensive Sign Package.

Background and Previous Actions

The Goodyear Village Center is a large commercial center which began development in 1998 and contains four (4) PAD sites space for one (1) large grocery tenant or three (3) small anchor tenants and multiple in-line shop tenants. The anchor tenant spaces and in-line shops have recently undergone a major renovation. The applicant for the major tenant spaces and in-line shops is requesting modifications to add (2) monument signs and larger signs for the major anchor tenants due to distance from Litchfield Road.

Staff Analysis

Current Policy:

The Goodyear Zoning Ordinance Chapter 7, Article 7-8 on Permitted Signage by Zoning District, provides guidance in Section B on Commercial Districts. Staff evaluated the existing and proposed number of monument signs compared to the number of driveways in the center. Given the long distances between existing driveways and the proposed number of monument signs compared to the total count of driveways, staff finds the proposal to be compatible with the guidance provided in the Ordinance. Additionally, the proposed amendment will not adversely impact the surrounding area.

Details of the Request:

The applicant seeks to add two (2) 18-foot-tall multi-tenant monument signs; one (1) on Litchfield Road and one (1) on West Van Buren Street. In order reduce visual clutter along Litchfield Road, the applicant will remove an existing monument sign located just south of West Celebrate Life Way along Litchfield Road. The applicant also requests larger signage for tenants that occupy 10,000 square feet or greater; this would allow those large tenants that are setback approximately 380 feet from Litchfield Road to have signage that is 150% the size of our currently allowed. Tenants would be allowed Shingle Signs, under the canopy, at a size of four (4) square feet instead of the typical three (3) square feet, and tenants would be allowed three (3) marketing graphics on windows adjacent to entry doors.

Evaluation Criteria:

Per the city of Goodyear Zoning Ordinance, the city's review and recommendation on a comprehensive sign package is to be guided by the following criteria:

1. Size and Height

The proposed sign will be 1.5 times greater than signs currently permitted as standard in the city. The proposed monuments along North Litchfield Road and West Van Buren Street would be shorter in height than those found at Goodyear Financial Center.

2. Location and Orientation

The monument signs would face traffic in a manner similar to those found in Goodyear Financial Center and Palm Valley Crossing.

3. Design, Color and Materials

The proposal is consistent with colors and themes found in the renovated Goodyear Village Center.

4. Surrounding Land Uses

This proposal does not change the underlying zoning of the property; the proposal helps bring visibility to the added commercial uses that are found within the zoning category and commercial center.

North – Vacant land zoned Planned Area Development (PAD) owned by an affiliate of Cancer Treatment Centers of America;

South – Commercial center within the Palm Valley Crossing Planned Area Development (PAD);

East – Goodyear Financial Center office complex within a C-2 (General Commercial) zoned center;

West – Palm Gate RV storage within a Planned Area Development (PAD) zoned area;

Public Comment and Planning and Zoning Commission Meeting:

At the regular Planning and Zoning Commission meeting on April 15, 2020, staff made a presentation to the Commission regarding the comprehensive sign package. No public comments were received during the course of the meeting. Based upon the staff findings presented in the Commission staff report, and repeated in this Council Action Report, the Commission recommended approval of the Ordinance by a vote of 5-0.

Attachments

1. Comprehensive Sign Package