

# City of Goodyear

Goodyear Recreation Campus  
420 S. Estrella Parkway

Comprehensive Sign Package  
September 2020



**Prepared By:**

**Kimley»Horn**

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Suite 300  
Phoenix, AZ 85020

## Comprehensive Sign Package

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### PROJECT NAME & ADDRESS

Name: Goodyear Recreation Campus

Address: 420 South Estrella Parkway

### PROJECT DESCRIPTION

The Recreation Campus project is situated at the northwest corner of Estrella Parkway and Goodyear Boulevard. The project includes a Recreation Center (approximately 48,000 SF), Aquatic Facility (activity pool and 25-yard competition pool) and a 30-acre park which includes: 2 multi-use turf fields, 2 baseball / softball fields, walking pathways, 2 tennis courts, 6 pickleball courts, 2 sand volleyball courts, 2 basketball courts, group ramada area, playground, maintenance yard, and two standalone restroom buildings. The scope of the signage package includes a main park monument sign at the corner of Estrella Parkway and Harrison Street, secondary monument signs at the vehicular entries to the park, park wayfinding signage, and signage for the recreation center building. The purpose of this signage is to help identify the campus, to assist in pedestrian and vehicular wayfinding, and to assist in providing the campus with a sense of place. The proposed signage includes design elements and inspiration from the recreation center building architecture, the standard City of Goodyear monument signage, and the Goodyear Recreation Campus design theme: kaleidoscope.

### SIGNAGE TYPES

The following types of signs are proposed:

#### Ground Signs

- Ground Sign Location Plan
- Park Monument Sign
- Park Secondary Monument Sign
- Park Directory / Rules Wayfinding Sign
- Park Secondary Wayfinding Sign

#### Building Signs

- Building Sign Location Plan
- Recreation Center Building Sign on NE side of building
- Recreation Center Building Sign on SW side of building

## SIGNAGE LOCATIONS

Please see the signage location maps attached.

## SIGNAGE DETAILS AND COLOR GRAPHICS

Please see the detail sheets and color renderings attached.

## SIGN PROVISION DEVIATIONS

The Park Monument Sign and the Recreation Center Building Sign deviate from the sign provisions contained within the zoning ordinance, as they both exceed the max copy area. The design team feels this is necessary to achieve the intended visibility for the scale of the Goodyear Recreation Campus. Signage will need to identify both the city park and the recreation center building. The park monument sign is located on the northeast corner of the site at the corner of Harrison Street and Estrella Parkway. Due to existing and proposed utilities, traffic signal, and RID easement location, this sign needed to be pushed approximately 45' southwest. These barriers drastically decrease the visibility of the monument signage, particularly on Estrella Parkway where the speed limit is 45 mph. With smaller text, the signage would not be highly visible to vehicular traffic, nor would it feel to scale with the space. The ground monument sign and building sign are both oriented facing the NEC and the intersection. They are not in conflict with any of the current and future adjacent land uses due to the increased size.

## NOTES

Signage not covered in this Comprehensive Signage Package will be in accordance with City zoning ordinance.

Future needs/temporary signage needs do not include items beyond what is allowed in the zoning ordinance.

All ground signs will meet setback requirements and other locational requirements as set forth in the zoning ordinance.

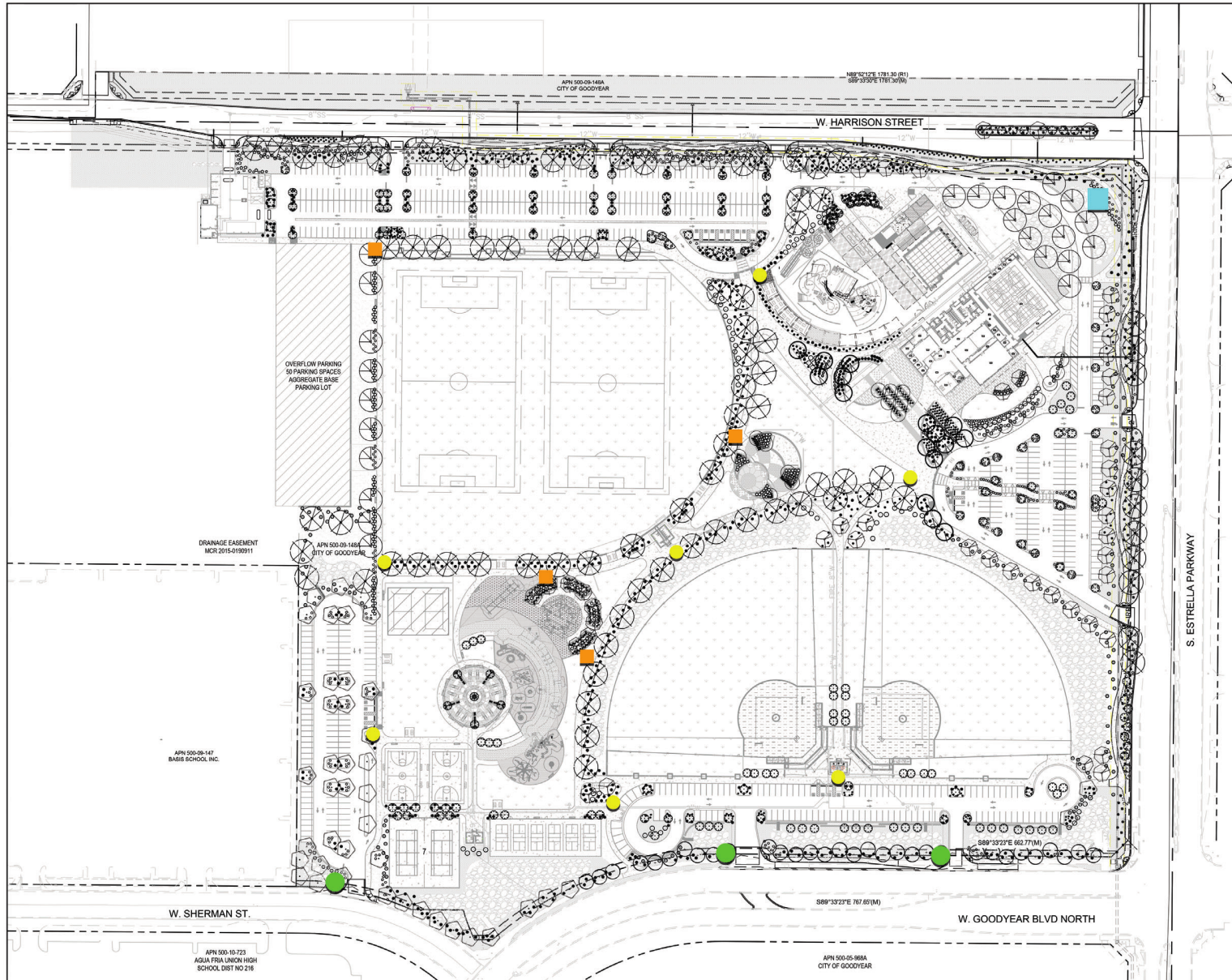
Park monument sign may be modified in the future to include electronic messaging board in accordance with zoning ordinance requirements.

# Goodyear Recreation Campus FINAL DESIGN

## SIGN MATRIX

Sign Type	Function	Quantity	Height	Sign Copy	Illumination
Building ID	Building Identification	1	4'	198 SF	Yes
Canopy Signage	Building Identification	1	2'	94 SF	Yes
Address	Building Identification	2	7'-11"	7 SF	Yes
Primary Monument	Park Identification	1	6'-5"	42 SF	Yes
Secondary Monument	Park Identification	3	6'-5"	12 SF	Yes
Primary Wayfinding	Park Wayfinding	4	8'-0"	8 SF	Yes
Secondary Wayfinding	Park Wayfinding	7	6'-0"	8 SF	No

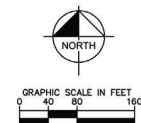




## LEGEND

- Primary Monument Signage
- Secondary Monument Signage
- Primary Wayfinding Signage
- Secondary Wayfinding Signage

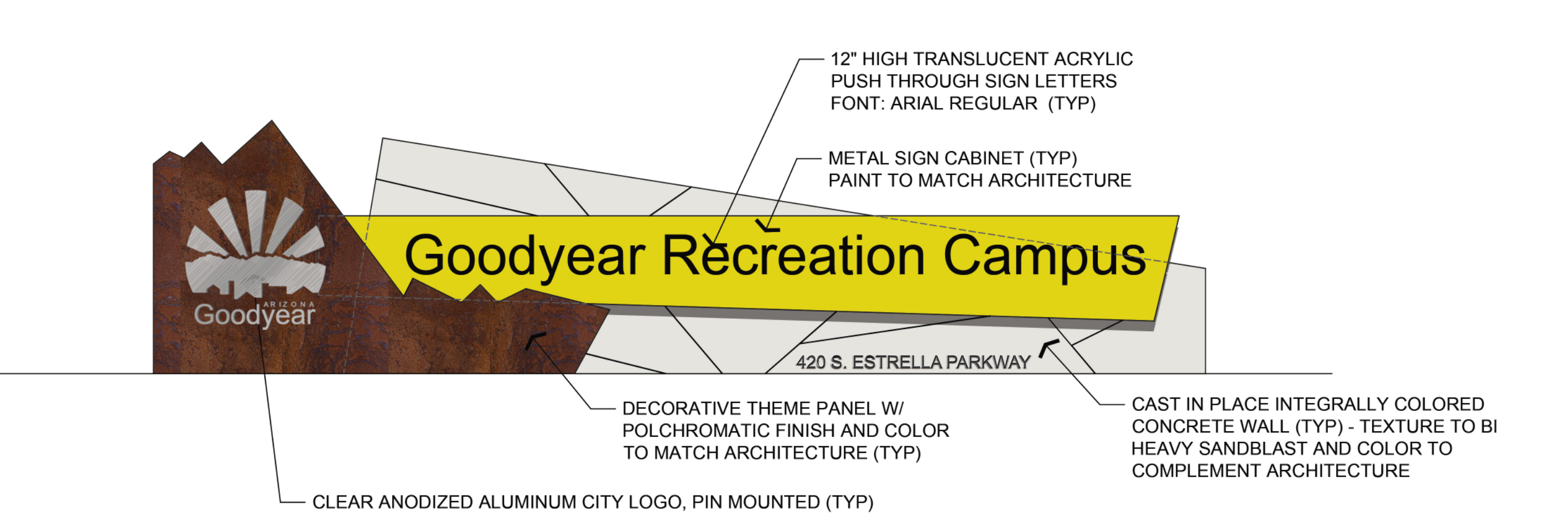
Note: All ground signs will meet setback requirements and other locational requirements as set forth in the zoning ordinance.



# GROUND SIGN PLAN

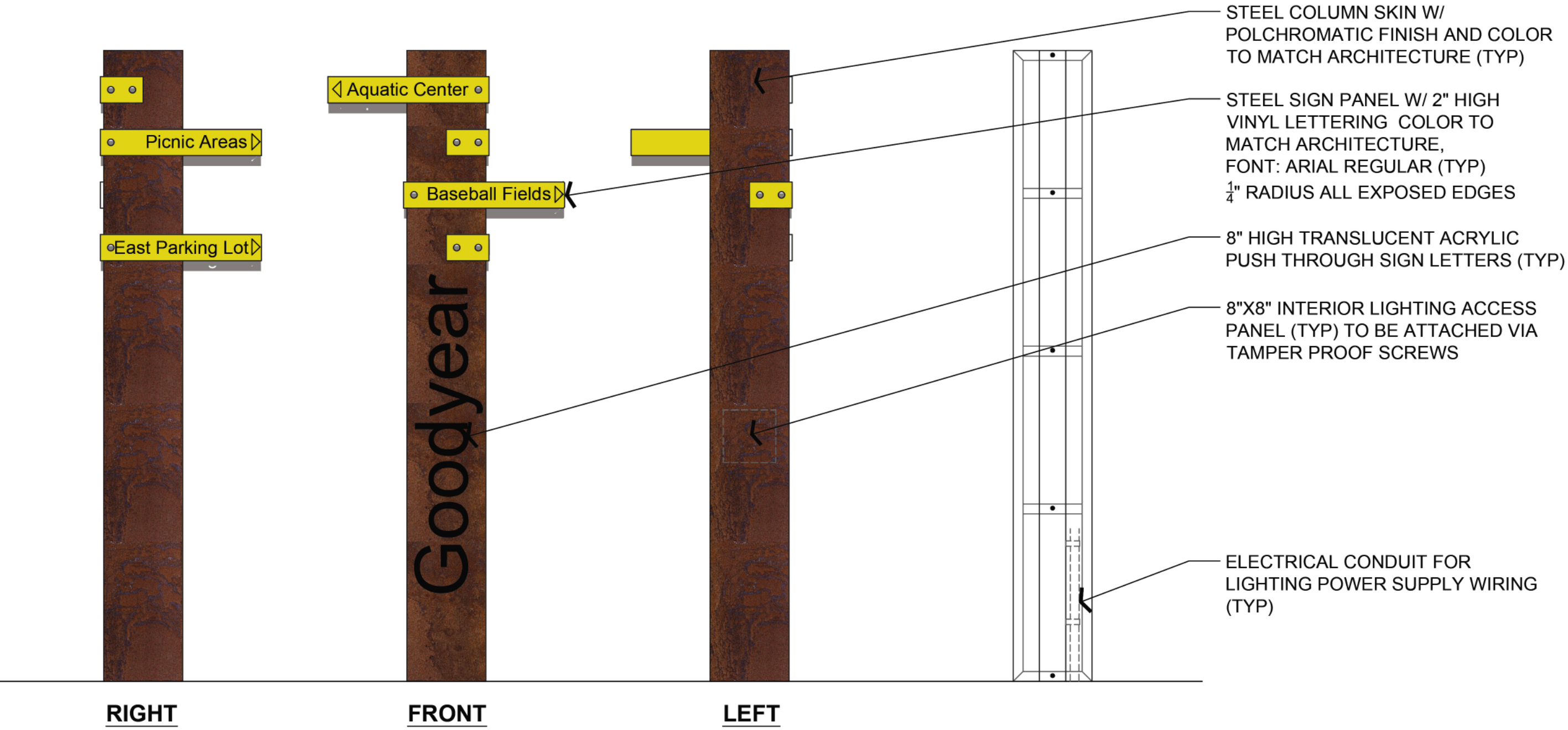


MATERIALS:  
CONCRETE - 3000 PSI MINIMUM  
REBAR - GR 60  
STEEL - A36  
WELDS - E70  
TUBES A - 500, GRB



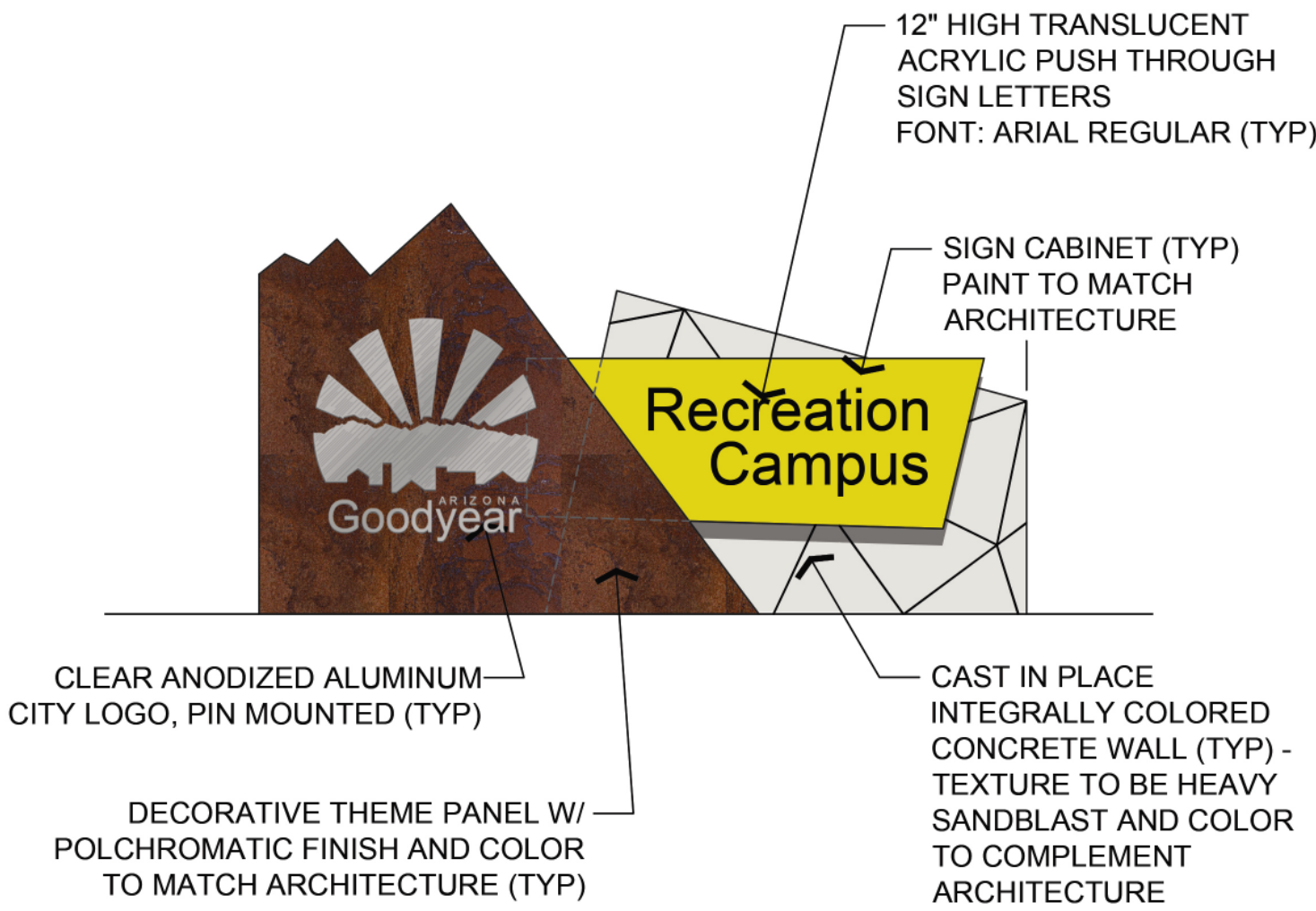
1 PRIMARY SIGNAGE MONUMENT  
3/8"=1'-0" FOR REFERENCE ONLY

ELEVATION



3 PRIMARY WAYFINDING SIGNAGE  
3/4"=1'-0" FOR REFERENCE ONLY

ELEVATION/ DETAIL



2 SECONDARY SIGNAGE MONUMENT  
3/8"=1'-0" FOR REFERENCE ONLY

ELEVATION



4 SECONDARY WAYFINDING SIGNAGE  
3/4"=1'-0" FOR REFERENCE ONLY

Note: Monument sign may be modified in the future to include electronic messaging board in accordance with zoning ordinance requirements.

- Colors:
- Goodyear Gold
  - Vari-Cool Polychromatic Finish (Iridescent color-changing paint brown/gray/red)
  - Standard gray concrete

No.	REVISIONS	DATE	BY

**Kimley»Horn**  
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PHONE: 602-944-5500 FAX: 602-944-7423  
WWW.KIMLEY-HORN.COM



SCALE (H):	SHOWN
SCALE (V):	SHOWN
DESIGNED BY:	MAP
DRAWN BY:	MAP
CHECKED BY:	JK
DATE:	05-13-2020

RECREATION CAMPUS - PHASE 1  
MONUMENT SIGNAGE  
DETAILS

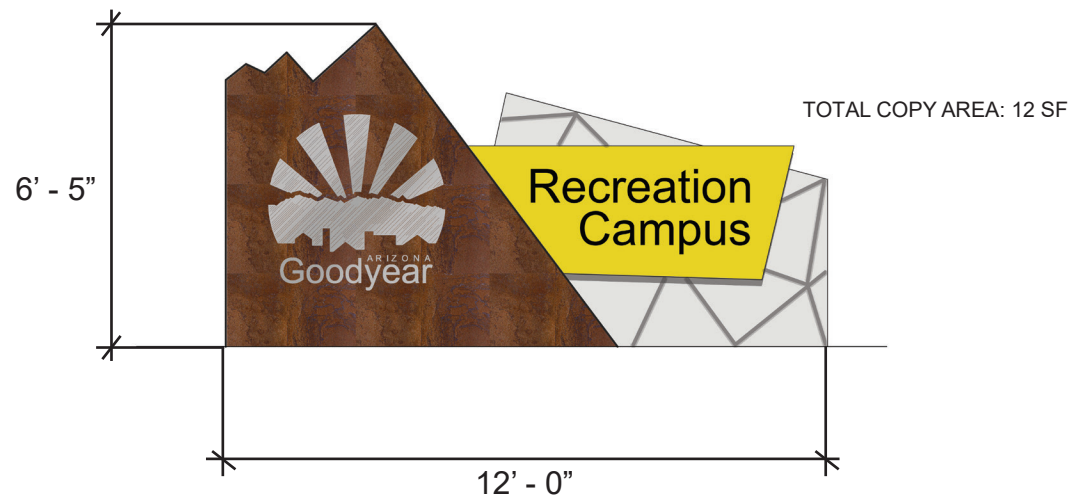
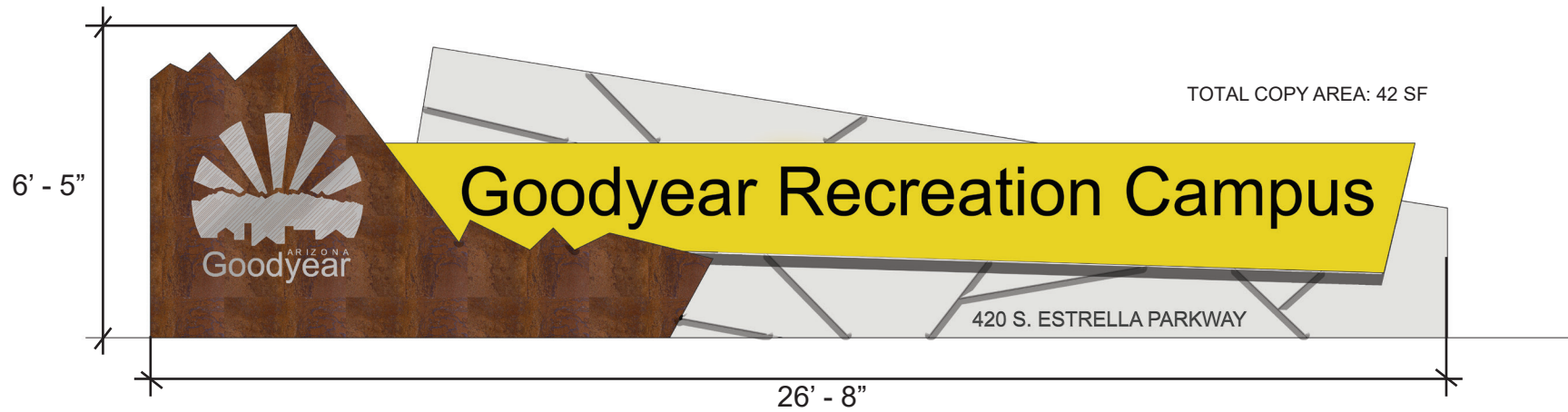


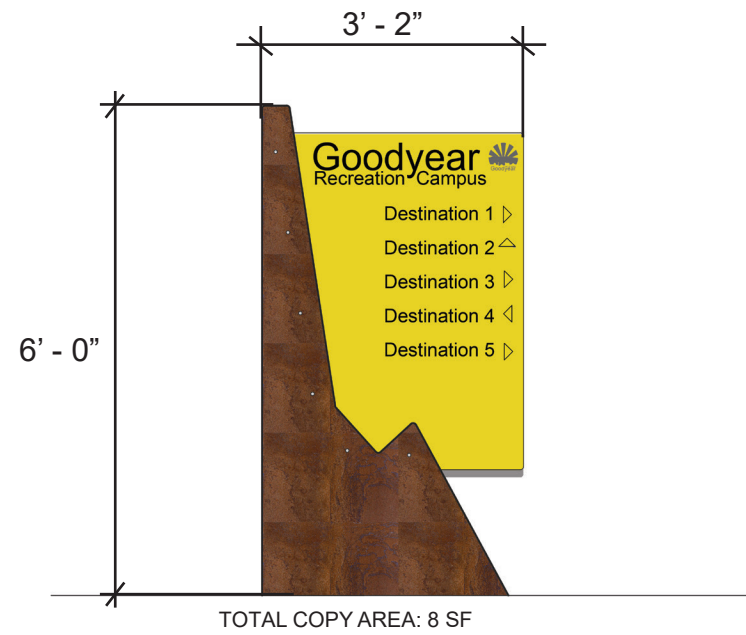
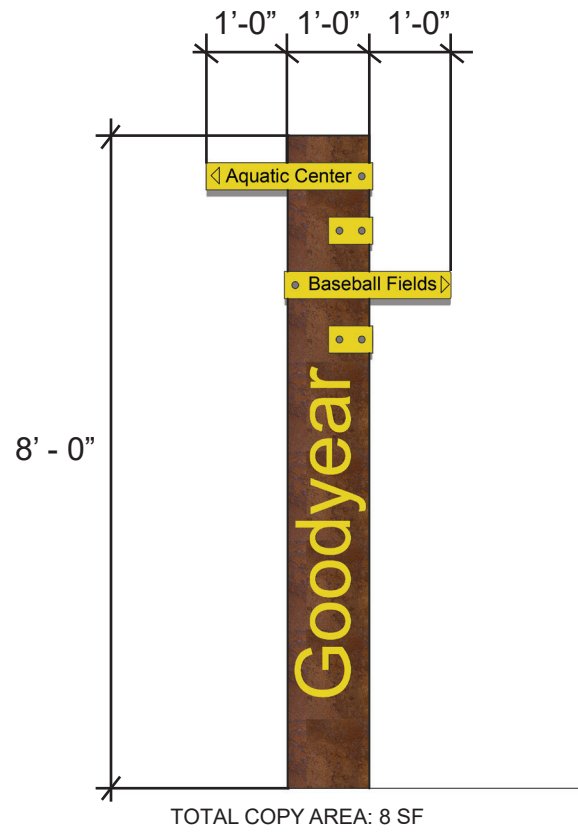
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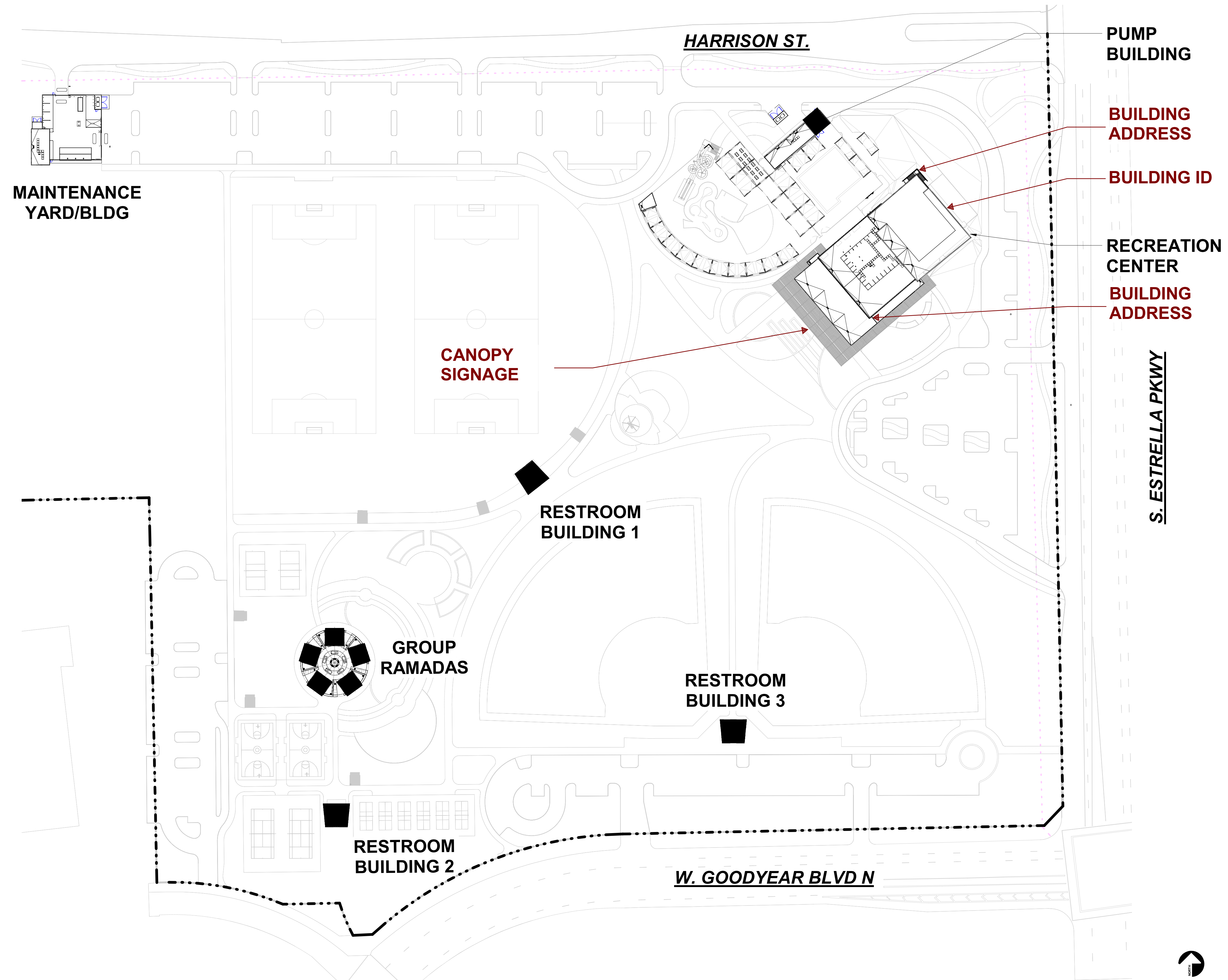
HTE: 19-4958

COG NO. CON-17-3883-A3 RECREATION CAMPUS - PHASE 1

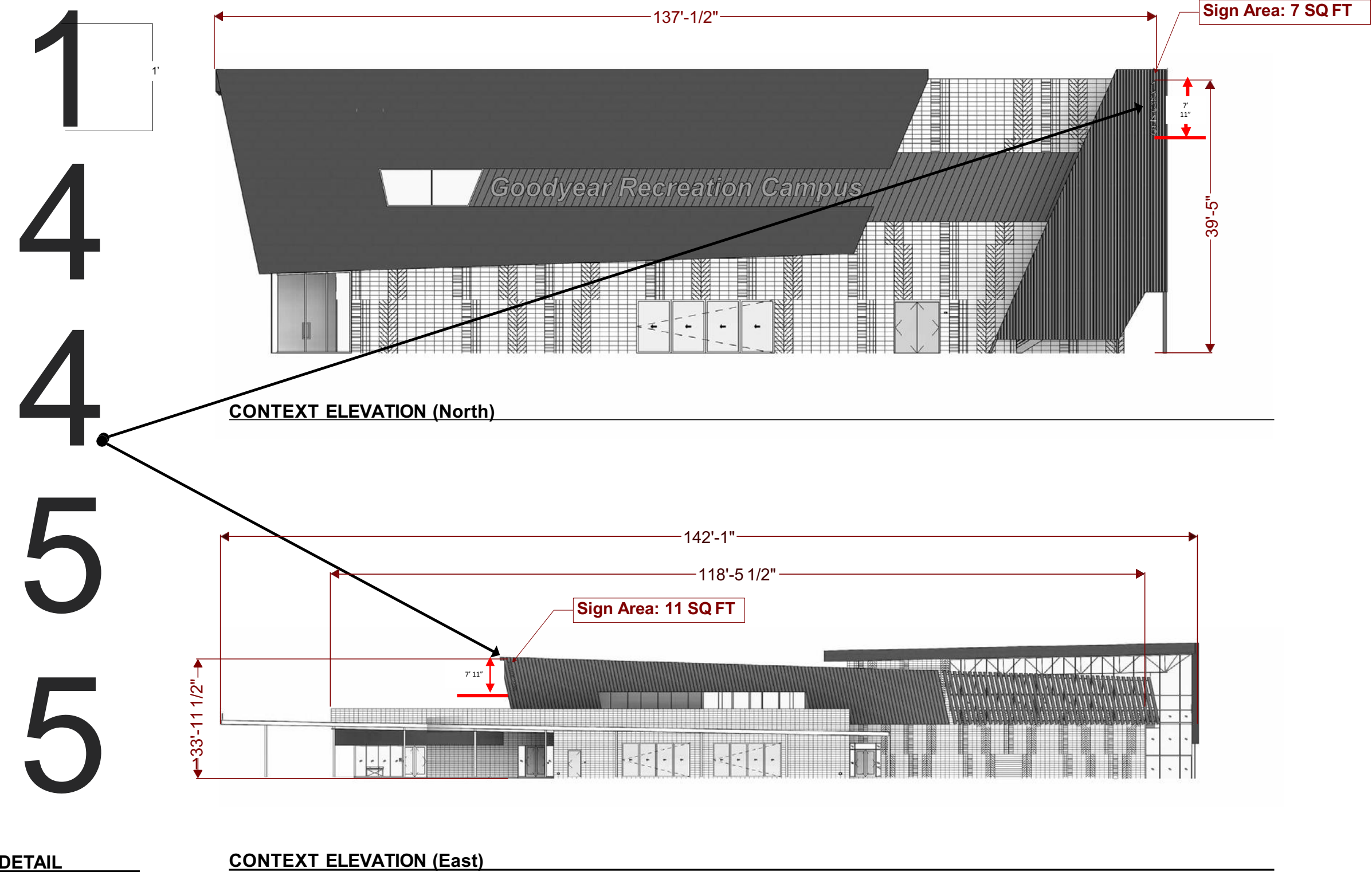












- DRAWING NOTES:**
- 1. FLAT CUT-OUT LETTERING (x2)**
- 1/2" Aluminum
  - All surfaces to be painted, color C-1 - verify with architect
  - Stud mount to wall with 1/4" standoff
  - Standoffs to be painted to match sign
  - Located on the North and East building elevations (see architectural drawings)

**ADDITIONAL REQUIREMENTS:**

SIGN FABRICATOR IS RESPONSIBLE FOR VERIFYING MOUNTING CONDITIONS SIGN FABRICATOR IS RESPONSIBLE FOR PRODUCING FIELD DIMENSIONS.

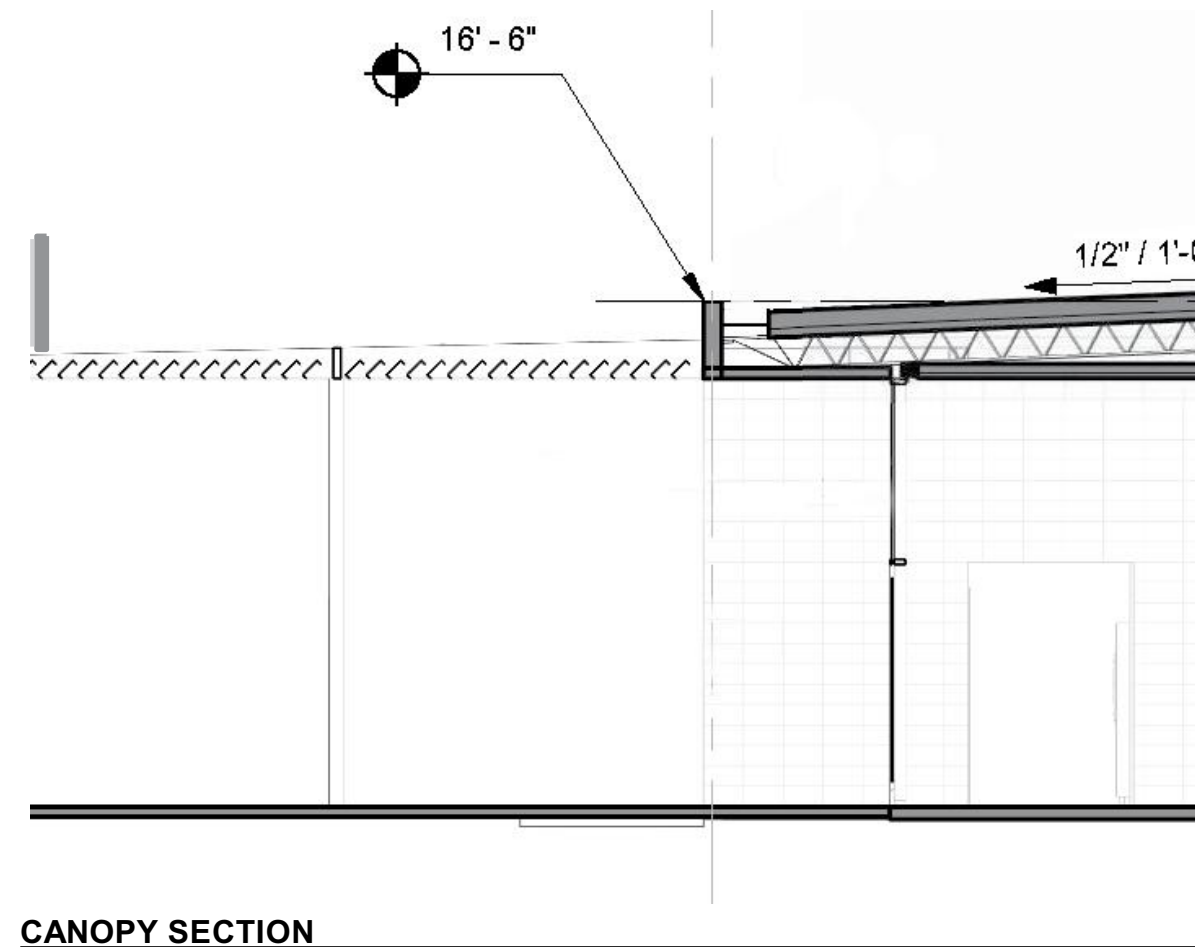
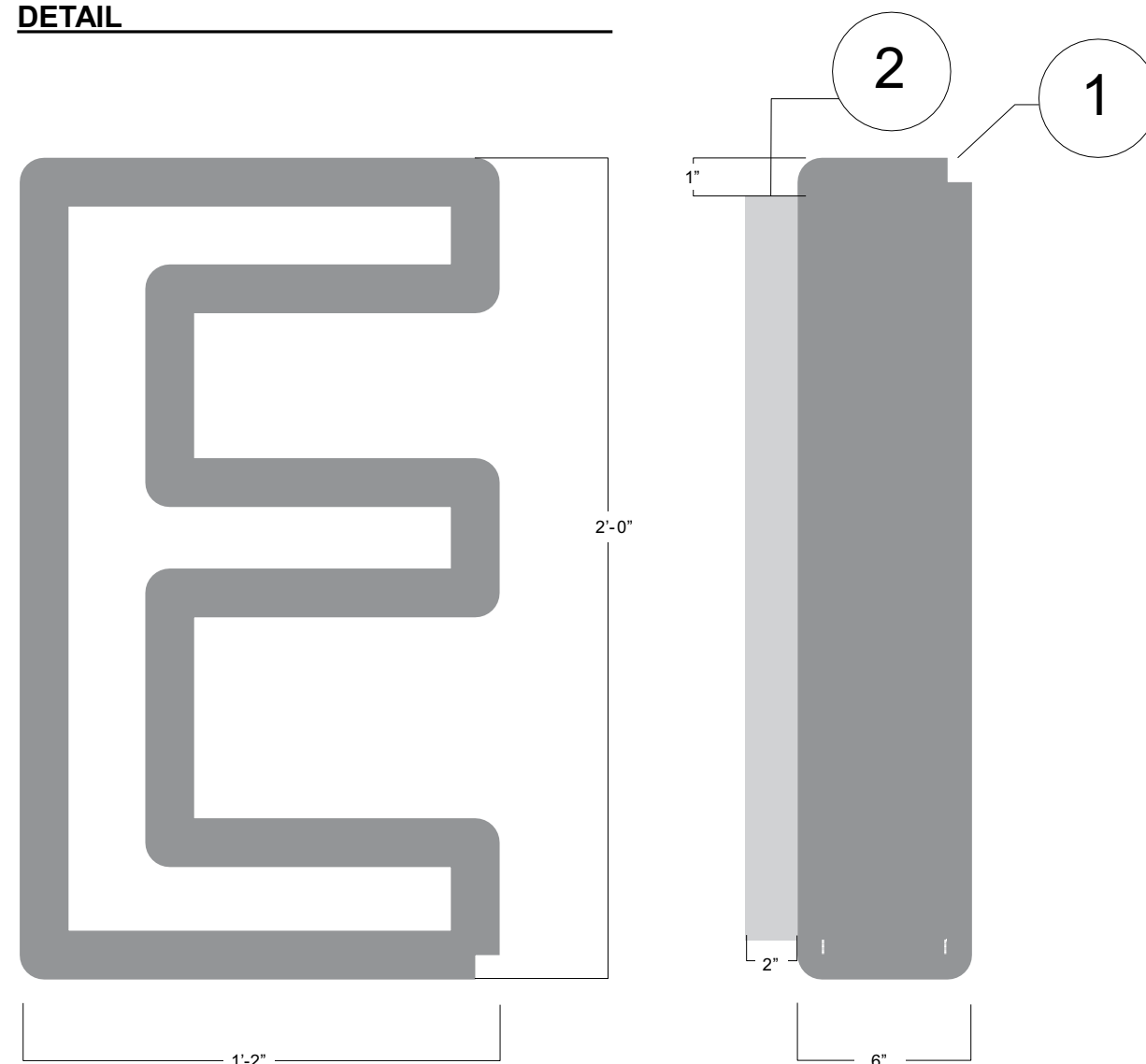
APPLY MATTHEWS PAINT CO. LOW V.O.C. SATIN FINISH TOP COAT ON ALL PAINTED SURFACES.

NO VISIBLE ATTACHMENT

ILLUSTRATION - NOT TO SCALE.

# GOODYEAR RECREATION CENTER

## DETAIL



## DRAWING NOTES:

### 1. OPEN FACE CHANNEL LETTERS

- Welded aluminum construction
- Inset panel for push-through neon to be fixed with 1" offset from front edge
- Tack welds to be concealed on interior of channel letter
- Joint at back panel to be filled/caulked (prior to paint) to prevent light leak.
- Back panel to be removable via countersunk screws for accessing internal mounting hardware and chasing low-voltage wiring.
- Paint all surfaces, TBD color
- Letters are to be discretely attached through bottom return, with all fasteners being concealed
- Mounting plate to be secured direct to canopy structure and painted to match canopy

### 2. PUSH-THROUGH ACRYLIC

- 2" deep clear acrylic
- 3M white diffuser applied to 2nd surface
- 1 1/2" depth material exposed past inset plate
- White LED illumination, 5000k temperature
- 100,000 operational hour
- Mechanically attached to insert plate with weld/threaded studs

## ADDITIONAL REQUIREMENTS:

SIGN FABRICATOR IS RESPONSIBLE FOR PRODUCING FIELD DIMENSIONS

SIGN FABRICATOR IS RESPONSIBLE FOR VERIFYING MOUNTING CONDITIONS

LED LIGHTING TO BE DIFFUSED AND EVEN, NO VISIBLE HOTSPOTS OR COLDSPOTS.

APPLY MATTHEWS PAINT CO. LOW V.O.C. SATIN FINISH TOP COAT ON ALL PAINTED SURFACES.

SIGN FABRICATOR IS RESPONSIBLE FOR ENGINEERING SIGN STRUCTURE, FASTENINGS AND SUPPORTS

## FRONT DETAIL - NTS

## SIDE DETAIL - NTS

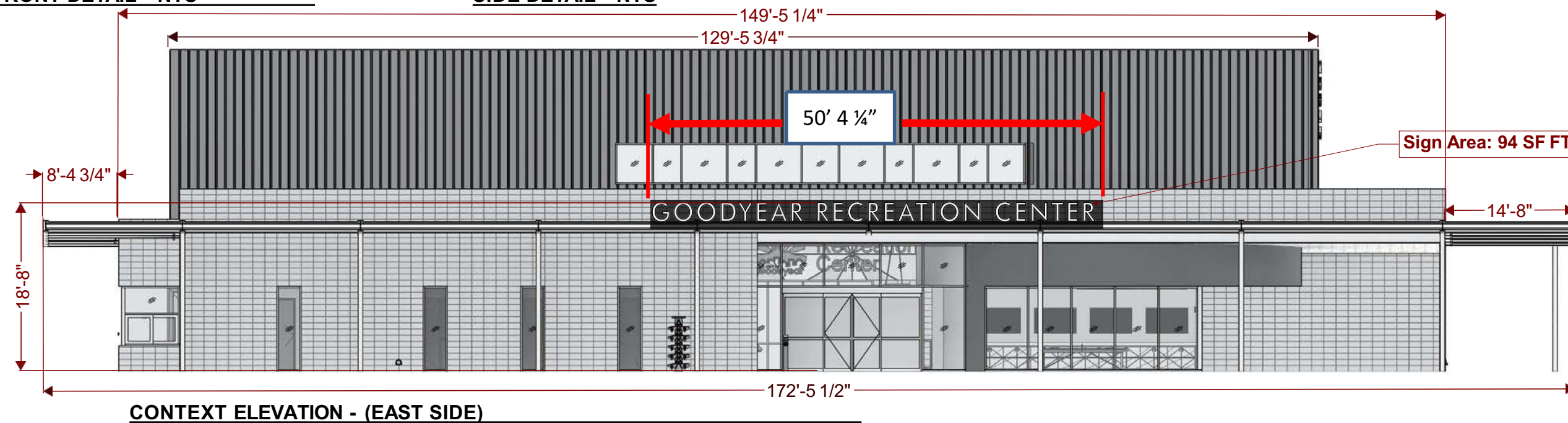


ILLUSTRATION - NOT TO SCALE.

X-C - Building ID - Canopy Signage

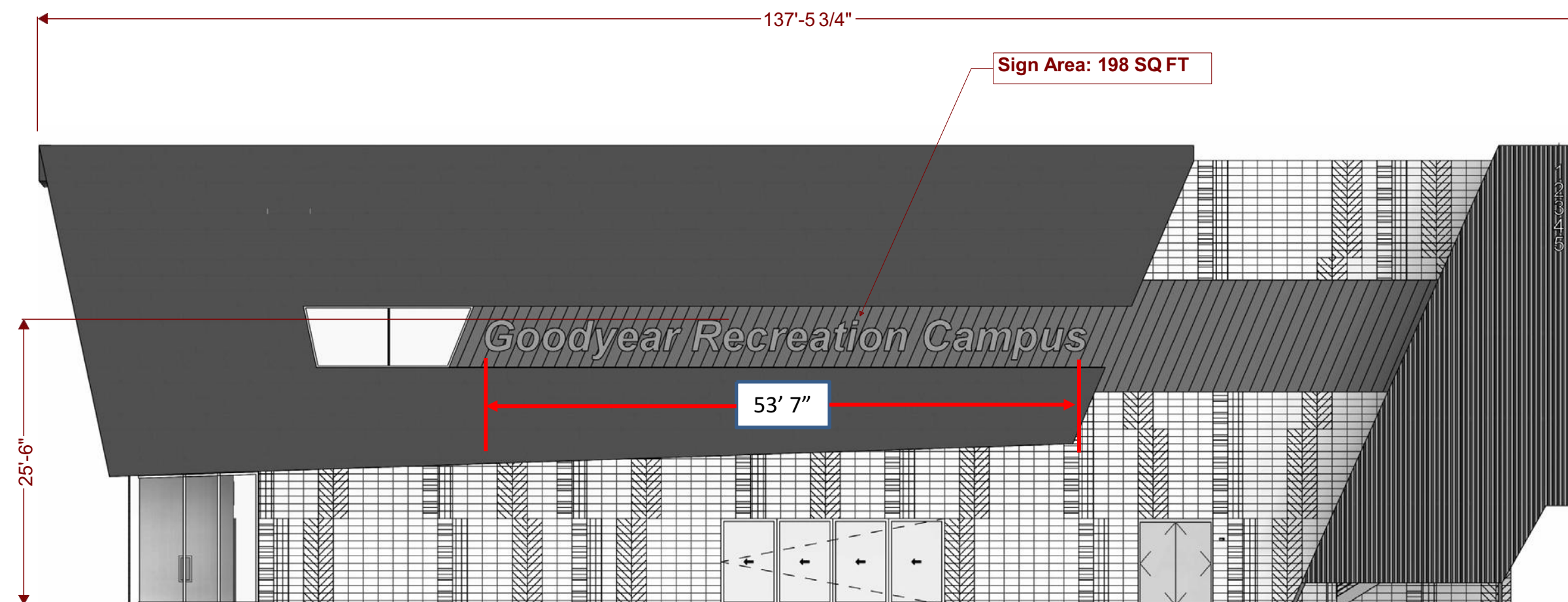
City of Goodyear Community Recreation Center  
Signage Master Plan | No. 1824.00 | January 2020

**DWL** ARCHITECTS+  
2333 N. Central Ave. Phoenix, AZ 85004  
602.264.9731



# GOODYEAR RECREATION CENTER

## DETAIL



CONTEXT ELEVATION - (NORTH SIDE)

### DRAWING NOTES:

#### 1. FLAT CUT-OUTS

- 3/8" aluminum
- Paint all surfaces TBD
- All letters to be captured and mechanically fastened continuous mounting channel
- Top of letters to each have one minimal standoff stud to prevent wind load deflection

#### 3. LED LIGHT STRIP

- Secured to bottom surface of wall recess to wash front face of concrete behind letters
- Attachment to be mechanical
- Acclaim Flex II Exterior light tape
- 4000k Illumination
- UL rated, 12v dimmable power supplies by Acclaim or Magnitude

### ADDITIONAL REQUIREMENTS:

LED LIGHTING TO BE DIFFUSED AND EVEN, NO VISIBLE HOTSPOTS OR COLDSPOTS.

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