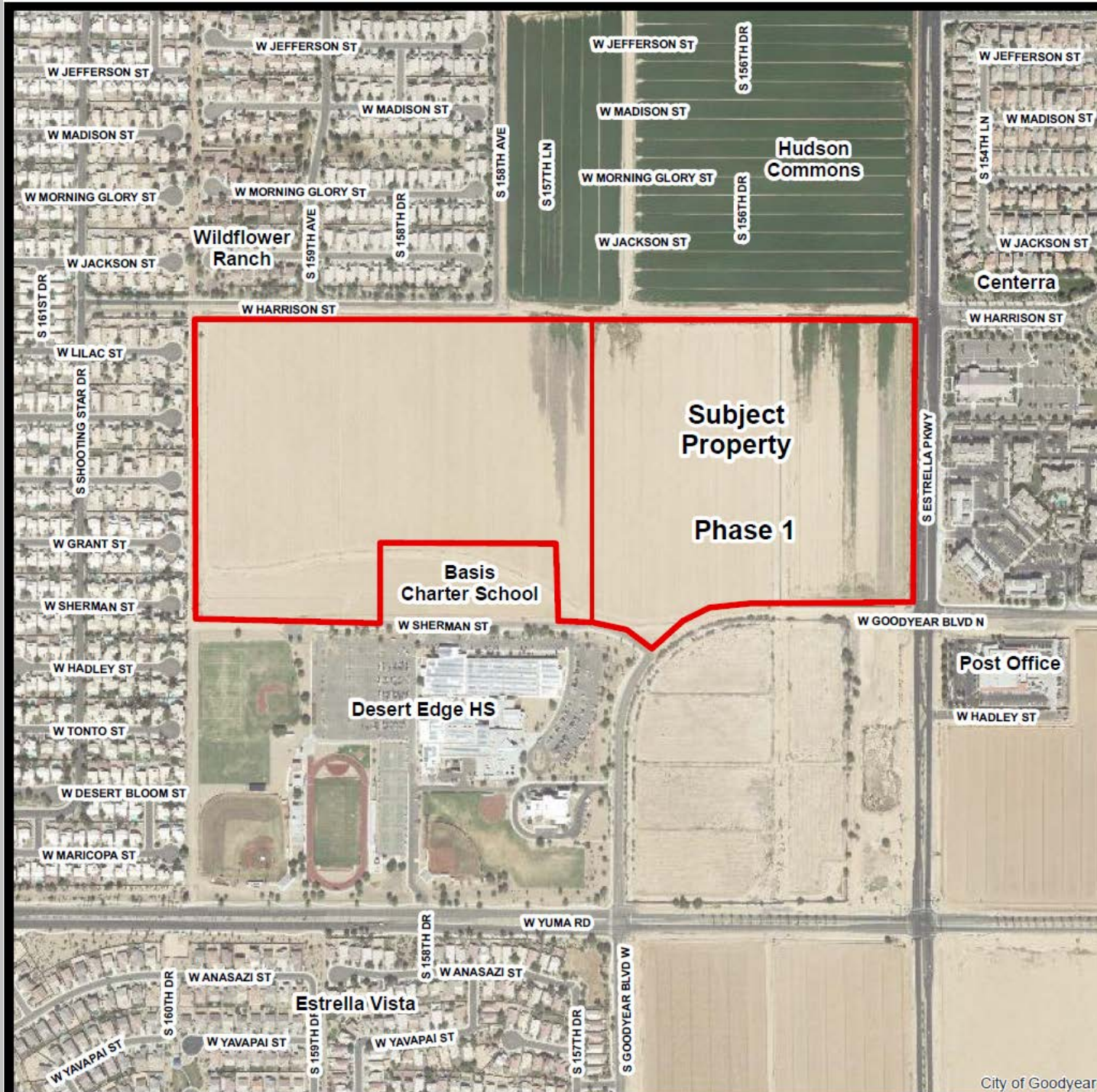




**Goodyear Recreation Campus  
Comprehensive Sign Package**

**November 16, 2020**





# GOODYEAR RECREATION CAMPUS CSP



## BACKGROUND

- ~80 acres zoned Public Facilities District (PFD) – Aug 2019
- Site plan – Sept 2019
- First phase – 40 acres
  - Recreation center
  - Aquatic facility
  - Park
  - Halfway complete to summer 2021 opening



# GOODYEAR RECREATION CAMPUS CSP



## CURRENT POLICY

- CSP – Comprehensive and coordinated signage with enhanced design
- Modifications may be requested (larger signs, additional signs)
- If so, then CSP requires PZC review and CC approval



# GOODYEAR RECREATION CAMPUS CSP



## REQUEST

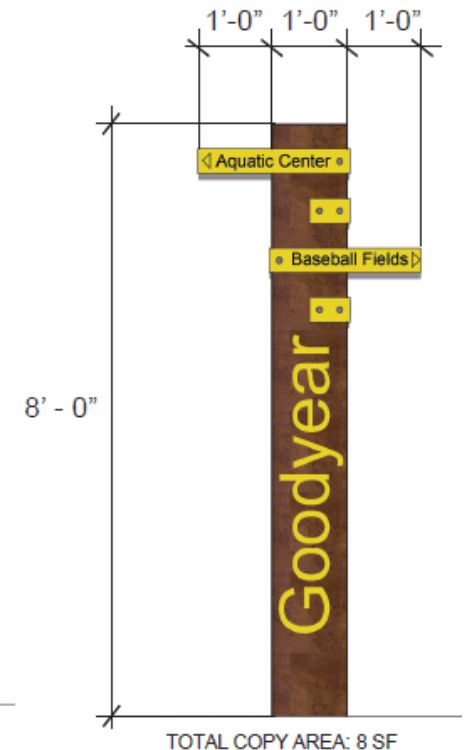
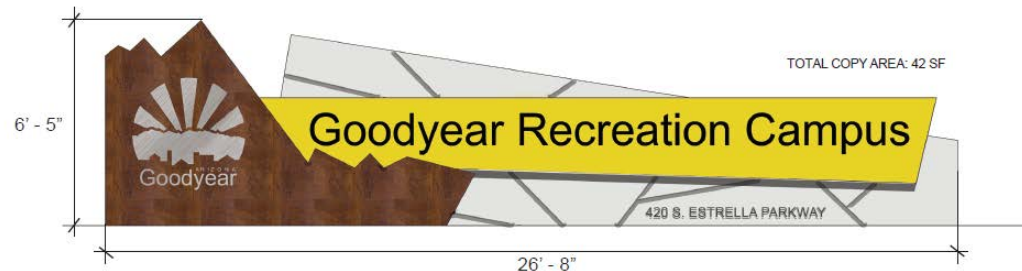
- CSP for first phase
  - Building signs
  - Monument signs
  - Wayfinding signs



Building Canopy



Building ID



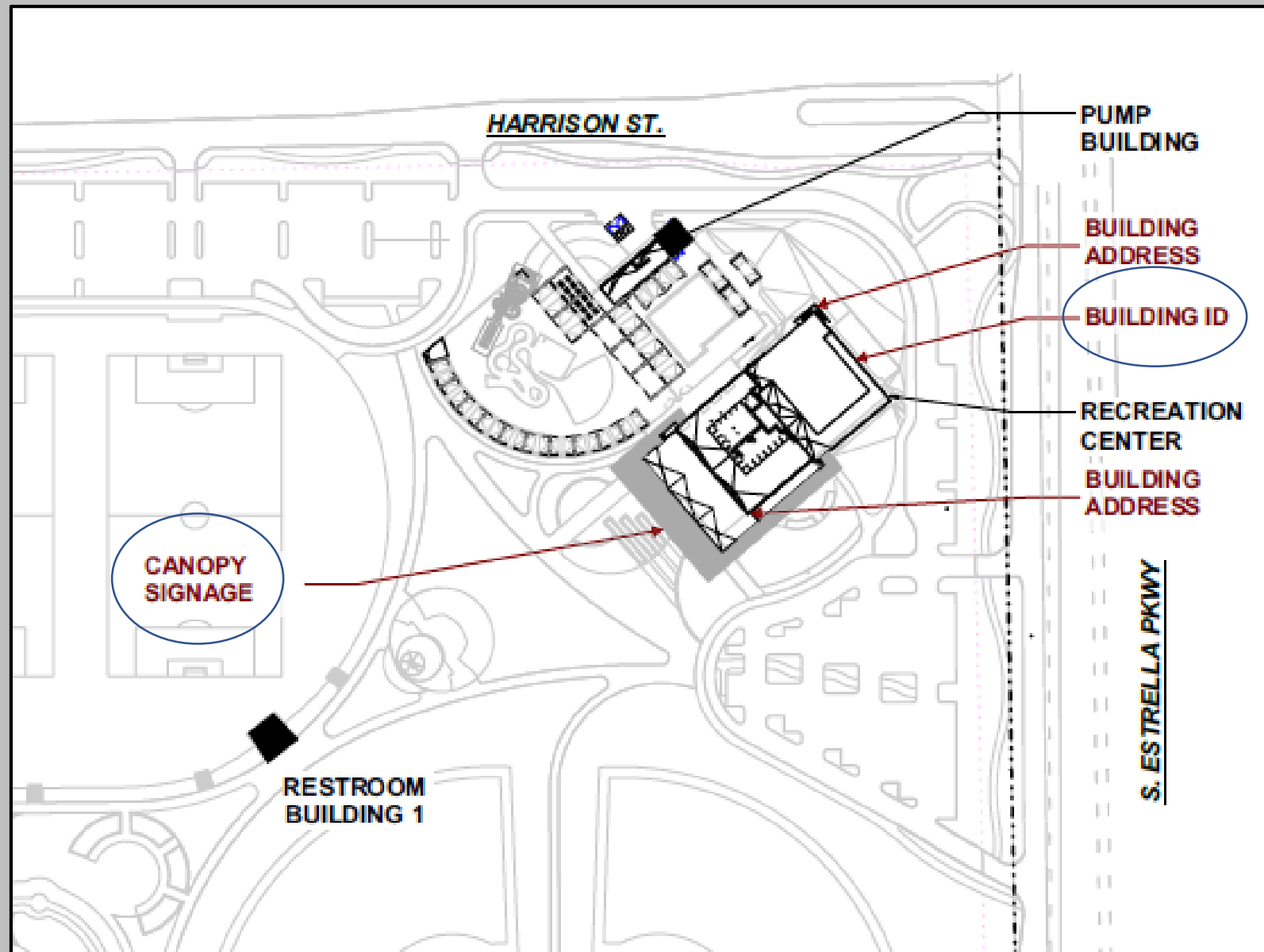


# LEGEND

- Primary Monument Signage 1
- Secondary Monument Signage 3
- Primary Wayfinding Signage 4
- Secondary Wayfinding Signage 7

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





# GOODYEAR RECREATION CAMPUS CSP



## REQUESTED MODIFICATIONS

1. Building ID – Sign area proposed at 198 square feet in lieu of the required maximum of 137 square feet permitted for a wall sign;
2. Canopy Signage – Sign area proposed at 94 square feet in lieu of the required maximum of 75 square feet permitted for a wall sign;
3. Primary Monument – Sign area proposed at 42 square feet in lieu of the required maximum 32 square feet permitted for a single use monument sign;
4. Primary Wayfinding – Introduction of new sign type; and,
5. Secondary Wayfinding – Introduction of new sign type.



# GOODYEAR RECREATION CAMPUS CSP



## EVALUATION CRITERIA

- Do size & location offer sufficient visibility & legibility?
  - Harmonious & enhanced design?
  - Compatible with adjacent land uses?
- 
- Unique facility with multiple activities offered within large campus
  - Signage pushed farther back into site
  - Sized to be visible from Estrella Parkway
  - Major roadway with respective traffic speed
  - Designed to complement campus design theme & city branding
  - Building sign faces single family, but at least 600' away & only illuminated during operational hours

# GOODYEAR RECREATION CAMPUS CSP



## FINDINGS & RECOMMENDATION

- Request meets evaluation criteria
  - Modifications are acceptable
  - Future phases / changes – amendment to CSP
- 
- Staff & PZC recommend approval – one stipulation