

AGENDA ITEM #: _____

DATE: November 16, 2020

CAR #: 2020-7096



CITY COUNCIL ACTION REPORT

SUBJECT: Comprehensive sign package for the Goodyear Recreation Campus

CASE NUMBER: 20-630-00001

STAFF PRESENTER(S): Steve Careccia, Principal Planner

APPLICANT: Anthony Humphrey, Senior Project Manager

Summary: Request for approval of a comprehensive sign package (CSP) for the Goodyear Recreation Campus located on 85.5 acres at the southwest corner of Estrella Parkway and Harrison Street. The CSP includes building signage and monument and wayfinding signs for the first phase of the recreation campus.

Recommendation: Approve a comprehensive sign package for the Goodyear Recreation Campus subject to the following stipulation:

1. All signs shall be in conformance with the Goodyear Recreation Campus comprehensive sign package dated September 2020.

Fiscal Impact: Although a fiscal impact analysis has not been conducted on this specific project, all new development will have an ongoing fiscal impact on the city. The development is responsible for construction of all infrastructure necessary to serve the site and will generate one-time revenue for the city through payment of permits, construction sales tax and development impact fees. Longer-term fiscal impacts include increased demands for municipal services, the costs of which may or may not be offset by increased Property values/tax levies, city sales tax, state shared revenues and the increased demand for commercial and retail development. Any areas that will be maintained by the city are constructed by the developer and then conveyed to the city two years after construction.

Background and Previous Actions

- The property encompassing the Goodyear Recreation Campus was rezoned to PFD (Public Facilities District) on August 19, 2019, with City Council adoption of Ordinance No. 2019-1447. The recreation campus will be a unique amenity within the city and is intended to be a major gathering place for residents to recreate and socialize, and will offer a wide variety of active and passive recreational opportunities provided within a large, diversified campus.

- The site plan for the Goodyear Recreation Campus was administratively approved on September 30, 2019.
- A minor land division for the Goodyear Recreation Campus was approved by the City Council on August 31, 2020.
- The first phase of the Goodyear Recreation Campus will consist of a recreation center, aquatic facility and park on approximately 40 acres. Construction activities are approximately halfway completed, with opening planned for Summer 2021.
- The Planning and Zoning Commission considered this item at a public meeting held on November 4, 2020. The Commission voted 6-1 to forward a recommendation of approval to the City Council. The Commissioner voting against the motion did so as he would rather see a more unique design theme adopted for the campus signage versus the use of the standard city branding design and colors.

Staff Analysis

Current Policy:

The purpose of a CSP is to provide a comprehensive and coordinated approach to the design of signage that exhibits superior quality and effective messaging. In recognition of the benefits of cohesive and comprehensive sign design, modifications to the requirements provided in this Ordinance may be appropriate within a CSP.

A comprehensive sign package in compliance with the requirements provided in Article 7, Sign Regulations, of the Zoning Ordinance may be approved by the Zoning Administrator after review and approval by the Development Review Committee. A CSP that proposes modifications to the requirements provided in Article 7 shall be reviewed by the Planning and Zoning Commission and approved by the City Council

Details of the Request:

The request is for the approval of a CSP for the first phase of the Goodyear Recreation Campus. As stated within the CSP, the proposed signage is intended to identify the campus, assist in pedestrian and vehicular wayfinding, and create a sense of place. To accomplish this intent, the CSP proposes the following signage:

Sign Type	Function	Quantity
Building ID	Building Identification	1
Canopy Signage	Building Identification	1
Address	Building Identification	2
Primary Monument	Park Identification	1
Secondary Monument	Park Identification	3
Primary Wayfinding	Park Wayfinding	4
Secondary Wayfinding	Park Wayfinding	7

As part of this application, the CSP proposes modifications to the sign standards as established in Article 7, Sign Regulations, of the Zoning Ordinance. These modifications include:

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.

Signage for future phase of the campus may be installed in accordance with the Zoning Ordinance. However, any requests for deviations or modifications to the permitted signage will require approval of a comprehensive sign package.

Evaluation Criteria:

Article 7-10, Special Sign Areas, of the Zoning Ordinance establishes the criteria for the evaluation of a CSP. The criteria and accompanying staff analysis (*italics*) are provided below:

- 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.

The application indicates that the presence of an irrigation easement and other infrastructure results in the site's signage being pushed farther back onto the property. Given this constraint, the application states that the signs would not be readily visible to passing motorists on Estrella Parkway, which is the primary frontage for the campus, if built in accordance with the sizes permitted within the Zoning Ordinance. Rather, location and arterial traffic speeds warrant larger signage for increased legibility. In addition, the campus is a large (40-acre first phase), multi-use activity center offering such diverse activities as recreational and competition swimming pools, a 48,000 square-foot recreation center, and a wide variety of active and passive recreational activities, including play fields and courts, picnic areas, and walking paths. The large size and unique variety of activities to be conducted within the recreation campus warrants signage that is more similar to a large, multi-use development rather than a smaller, single use development.

- 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.

The application states that the signage will be oriented to face the intersection of Estrella Parkway and Harrison Street, as this is the main focal point of the campus given the location of the recreation center building and aquatics facility. The provision of the requested wayfinding signs is intended to assist pedestrians with locating the various recreational amenities dispersed throughout the large 40-acre first phase. As such, they will be located at key focal points throughout the campus.

- 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 proposed signage have been designed to be compatible with the recreation center building, city branding, and the selected design theme for the campus.

- 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 recreation campus is in a mixed-use area that includes civic, educational, worship, commercial and residential development of varying densities. The proposed signs will not adversely impact these surrounding uses given their size, location and orientation. While the Building ID wall sign will face single family development, the homes are located approximately 600 feet from the proposed sign, across the intersection of Estrella Parkway and Harrison Street. The sign will also only be illuminated during the time the recreation campus is open. As such, light trespass should not adversely affect these residences.

Staff Findings:

The request meets the evaluation criteria for a CSP as set forth in Article 7, Sign Regulations, of the Zoning Ordinance.

Attachments

1. Aerial Photo
2. Comprehensive Sign Package