

AGENDA ITEM #: _____

DATE: January 25, 2021

CAR #: 2021-7156



CITY COUNCIL ACTION REPORT

SUBJECT: Amendment to the Comprehensive Sign Package for the Goodyear Recreation Campus

CASE NUMBER: 20-630-00002

STAFF PRESENTER(S): Steve Careccia, Principal Planner

APPLICANT: Anthony Humphrey, Senior Project Manager

Summary: Request for approval of an amendment to the 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 amendment will include provisions for a new monument sign housing an electronic message display.

Recommendation: Approve an amendment to the comprehensive sign package for the Goodyear Recreation Campus subject to the following stipulations:

1. All signs shall be in conformance with the Goodyear Recreation Campus comprehensive sign package dated December 2020; and,
2. The electronic message display shall comply with all operational criteria as established in Article 7-8-B of the city of Goodyear Zoning Ordinance.

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.
- A comprehensive sign package (CSP) for the Goodyear Recreation Campus was approved by the City Council on November 16, 2020. At that public meeting, the Council expressed a desire to see an electronic message display included in the campus signage.
- The Planning and Zoning Commission considered this item at their regular meeting of January 13, 2021. The Commission voted 4-2 to forward a recommendation of approval to the City Council. The Commissioners voting against the motion stated they did not want to see a proliferation of electronic message displays along Estrella Parkway or throughout the city.

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.

An amendment to an approved CSP may be approved by the Zoning Administrator if the amendment is in compliance with the requirements provided in Article 7, Sign Regulations, of the Zoning Ordinance. An amendment that proposes modifications to the requirements provided in Article 7 requires review by the Planning and Zoning Commission and approval from the City Council

Details of the Request:

The request is for the approval of an amendment to the existing CSP for the first phase of the Goodyear Recreation Campus. The amendment proposes to add a new monument sign with an electronic message display for the campus. The monument sign will be located next to Estrella Parkway and is intended to provide recreation campus identification along with information and updates on current and upcoming events to be held at the recreation campus.

As part of this application, the amendment proposes modifications to the sign standards as established in Article 7, Sign Regulations, of the Zoning Ordinance for the proposed monument sign and electronic message display. These modifications include:

1. Height of the Monument Sign – The monument sign may have a maximum height of eight feet. The amendment proposes a monument sign with a height of 12 feet.
2. Sign Area – The monument may have a maximum sign area of 32 square feet. The amendment proposes a total of 37 square feet of signage (27 square feet for electronic message display and 10 square feet for campus identification).
3. Electronic Message Display Area – The electronic message display may have a maximum display area of 16 square feet. The amendment proposes an electronic message display with 27 square feet of display area.
4. Setback from Property Line – A minimum setback of five feet is required between a ground sign and property line. The amendment proposes a one-foot setback from the east property line adjacent to Estrella Parkway.

No other changes to the approved signage for the recreation campus are being proposed. Should the subject request be approved, the CSP dated December 2020, as attached hereto, will replace the currently approved CSP dated September 2020. Accordingly, all future signage will need to be in conformance with the December 2020 CSP.

It should be noted that signage for future phase of the recreation campus may be installed in accordance with the Zoning Ordinance. However, should any requests for deviations or modifications be requested for such future signage, then Planning and Zoning Commission review and City Council approval will be required.

Evaluation Criteria:

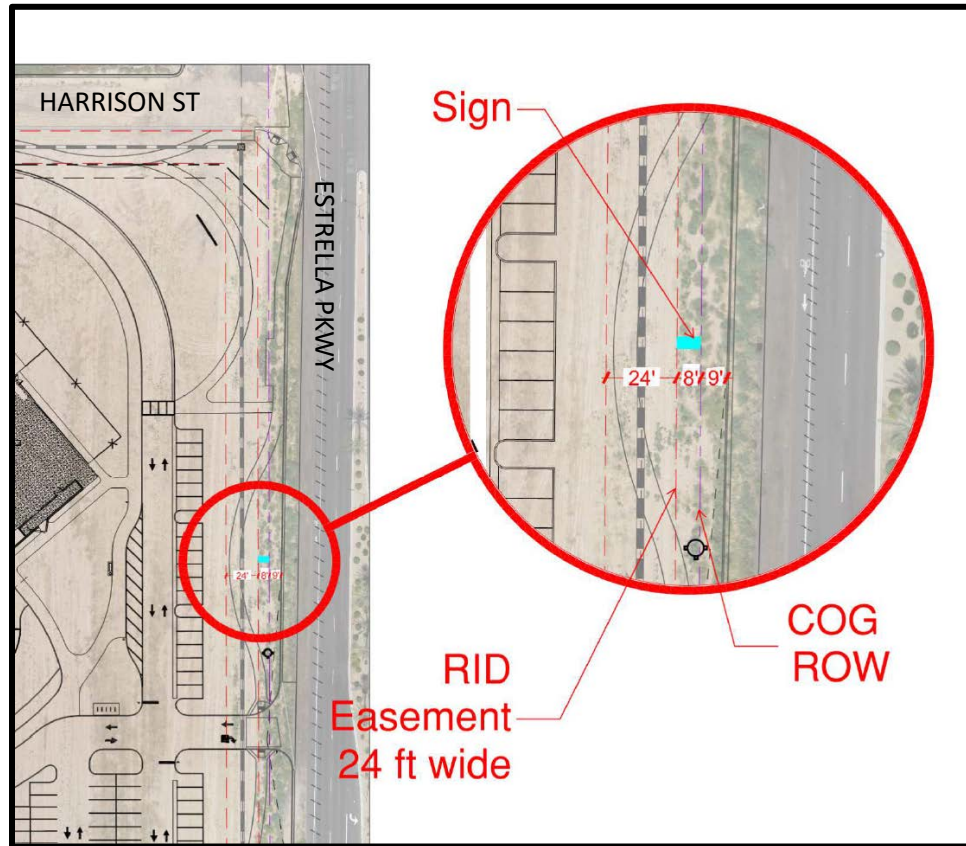
Article 7-10, Special Sign Areas, of the Zoning Ordinance establishes the criteria for the evaluation of a CSP. The criteria and accompanying staff analysis (*italics*) are provided below:

- 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.

Information provided in the request indicates that a 24-foot wide easement for the Roosevelt Irrigation District (RID) is located parallel to Estrella Parkway. As signage is not permitted within the RID easement nor within city rights-of-way, the proposed monument sign may be located in one of two areas: (1) an eight-foot wide area between the RID easement and Estrella Parkway right-of-way or (2) an area just west of the RID easement.

As provided in the CSP amendment, the sign is proposed in the eight-foot wide area between the RID easement and right-of-way for Estrella Parkway, near the main recreation building, as noted in the below exhibit. This location was chosen for its prime visibility

from Estrella Parkway for both campus visitors and those traveling on Estrella Parkway. As such, the sign and included electronic message display were sized to be visible from both north and southbound traffic on Estrella Parkway, respective of the streets size and traffic speeds. The signage was also sized so that it could be visible from motorists stopped at the traffic signal at the Estrella Parkway and Harrison Street intersection.



The application indicates that if the monument sign and electronic message display were located west of the RID easement, closer to the campus parking lot, then the proposed sign as currently sized would not be readable from Estrella Parkway. Rather, a sign at this location would need to be significantly larger in order to be visible from the street. Also, the applicant has indicated that a sign at this location would result in the removal of significant landscaping along Estrella Parkway, including several trees, to ensure a clear view of the sign, which would adversely impact the aesthetic of the campus streetscape.

Article 7 of the Zoning Ordinance treats the recreation campus as a single use development, with correspondingly sized signage. However, the recreation campus is a unique development that does not operate as a typical single use development. Rather, it is a large (40-acre first phase, approx. 80 acres total), multi-use public facility 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 commercial development containing several businesses rather than a smaller, single use development. Such a commercial center would be permitted monument signs with a height of 12 feet and copy area of 48 square feet. Therefore, the requested size and location of the monument sign and electronic message display are supportable.

- **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.

As noted above, the location and orientation of the sign are intended to allow sufficient visibility for both pedestrian and vehicular traffic on Estrella Parkway and from 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. However, the proposed location of the monument sign will encroach into the minimum five-foot setback required from a property line as the sign will observe a one-foot setback from the east property line. As provided in the CSP, this encroachment is required because the sign needs to be placed in the eight-foot wide area between the RID easement and right-of-way for Estrella Parkway to be readable as intended from Estrella Parkway. If the setback is required to be met, then the sign would need to be placed much farther back on the property in order to avoid being located within the 24-foot wide RID easement. And as previously stated herein, such location would require a much larger sign along with the removal of a significant amount of landscaping.

The sign will be located at least nine feet from Estrella Parkway and outside of any required sight visibility clearance zones for traffic. It will also not be located adjacent to any pedestrian walkways. As such, the sign and its intended location will not result in any traffic safety concerns nor will it impede the flow of pedestrians. The sign will be located at least 255 feet from the prior approved monument sign located at the Estrella Parkway and Harrison Street intersection. The subject sign will also be located at least 260 feet from the nearby multi-family development, across Estrella Parkway, and at least 600 feet from the single family development within Centerra. As such, the requested location of the monument sign and electronic message display are supportable.

- **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 sign have been designed to be compatible with the signage approved with the original CSP, 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 sign will not adversely impact these surrounding uses given its size, location and orientation. The electronic message display will also only be illuminated during the time the recreation campus is open. As such, light trespass should not adversely impact any surrounding properties during nighttime hours.

The CSP notes that the electronic message display will follow the operational criterial as established in Article 7 of the Zoning Ordinance. This includes provisions for the display of static images for at least eight seconds, with immediate transitions between images. These provisions are intended to reduce motorist distractions and other adverse impacts to surrounding properties.

Staff Findings:

The request for an amendment to the Goodyear Recreation Campus CSP 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 dated December 2020