

# City of Goodyear

Goodyear Recreation Campus  
420 S. Estrella Parkway

Comprehensive Sign Package  
December 2020



Prepared By:

**Kimley»Horn**

7740 N. 16th St.  
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, a digital marquee sign along Estrella Parkway, 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. This Comprehensive Sign Package was previously approved but is being resubmitted to include the digital marquee sign. The proposed signage includes design elements, materials, 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
- Double-Sided Digital Marquee 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.

## **PARK MONUMENT AND BUILDING SIGN PROVISION DEVIATIONS**

Exceeds max copy area:

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 intersection 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.

## **DIGITAL MARQUEE SIGN PROVISION DEVIATIONS**

Exceeds digital max copy area and overall sign height:

The digital marquee sign deviates from the sign provisions contained within the zoning ordinance, as it exceeds the max copy area and overall sign height. The design team feels these deviations are necessary to achieve the intended use and visibility for the scale of the Goodyear Recreation Campus. The digital marquee sign is located 255' from any other monument sign and is intended to serve as an identification sign as well as an informational sign, providing updates on current and upcoming events at the Recreation Campus. In order to effectively communicate the information on the digital sign, the design team needed to specify a digital board large enough to be legible. The digital display board proposed for Goodyear Recreation Campus has a smaller digital copy area than the digital display board currently installed at Goodyear Community Park. The design team also needed to locate the sign where it would be clearly visible to visitors and traffic, particularly to vehicular traffic on Estrella Parkway where the speed limit is 45 mph. The sign height was taken into consideration and provides increased visibility to northbound and southbound traffic, particularly at the traffic signal located at the Harrison Street/Estrella Parkway intersection.

Deviates from setback requirement:

The digital marquee sign is located outside of City of Goodyear right-of-way and is nine feet from back-of-curb on Estrella Parkway, however, it does not meet the 5' setback from Goodyear right-of-way requirement. Please reference the sign location exhibit included with this package. The sign location requires a deviation and needs to be located nine feet from back-of-curb along Estrella Parkway due to

the RID easement constraints. If the sign was located west of the RID easement along Estrella Parkway, it would be out of visible range for both northbound and southbound traffic and visitors. From a traffic perspective, this sign location is deemed safe, as it is out of any sight visibility triangles and exceeds the one and a half feet from back-of-curb AASHTO minimum for a roadway with curb and gutter. The digital marquee sign is located 260' from Serafina Apartments and 600' from the Centerra single family housing community. The digital marquee sign will be functioning/lighted during park hours but will be turned off after hours.

## 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 monument and wayfinding signs will meet setback requirements and other locational requirements as set forth in the zoning ordinance.

Double-sided digital marquee signage will comply with all signage code criteria for electronic message displays.

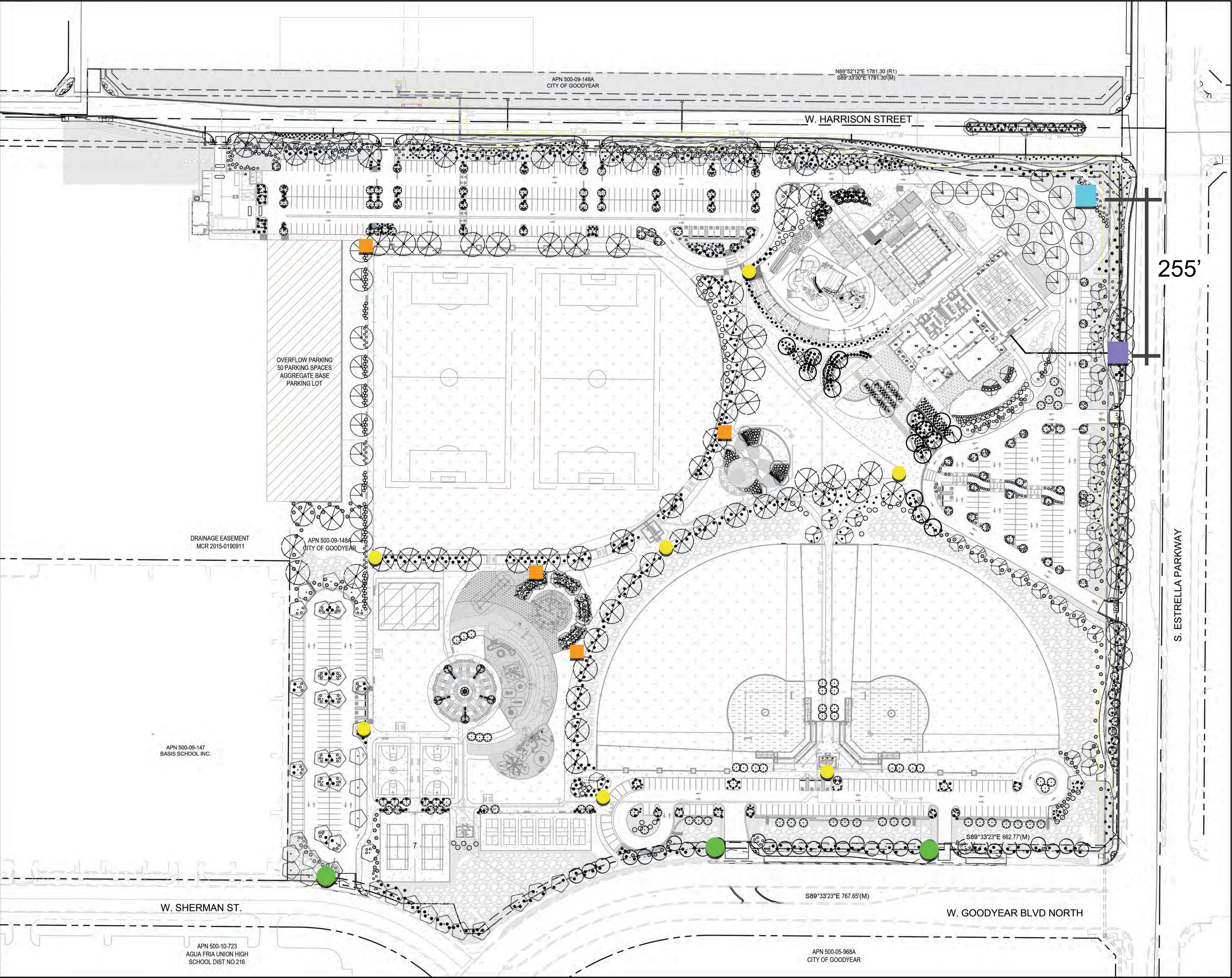
Monument sign and digital marquee sign will only be lighted/operational during hours when park is open.

## SIGN MATRIX

Sign Type	Function	Quantity	Height	Sign Copy	Illumination
Building ID	Building Identification	1	4'-0"	198 SF	Yes
Canopy Signage	Building Identification	1	2'-0"	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
Digital Marquee	Park Identification	1	12'-0"	37 SF	Yes
Primary Wayfinding	Park Wayfinding	4	8'-0"	8 SF	Yes
Secondary Wayfinding	Park Wayfinding	7	6'-0"	8 SF	No

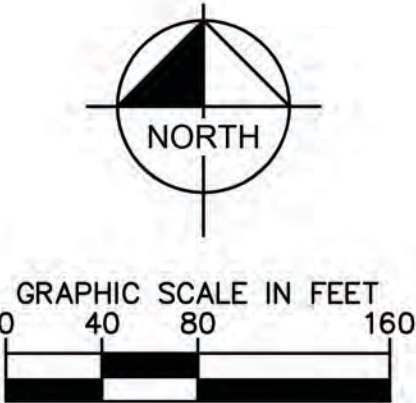


GROUND SIGN PLAN



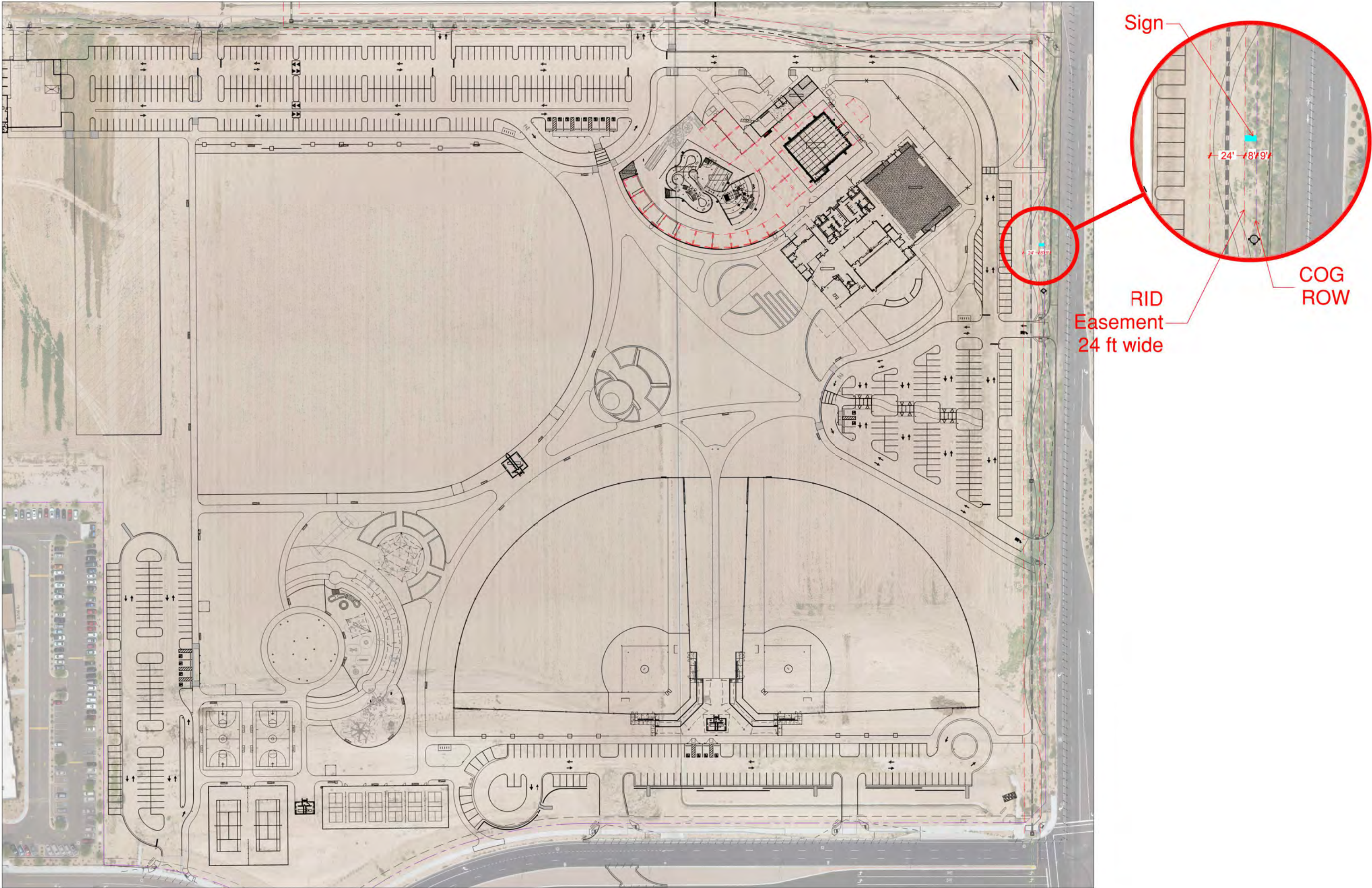
**LEGEND**

- Primary Monument Signage
- Secondary Monument Signage
- Primary Wayfinding Signage
- Secondary Wayfinding Signage
- Digital Marquee





DIGITAL MARQUEE LOCATION

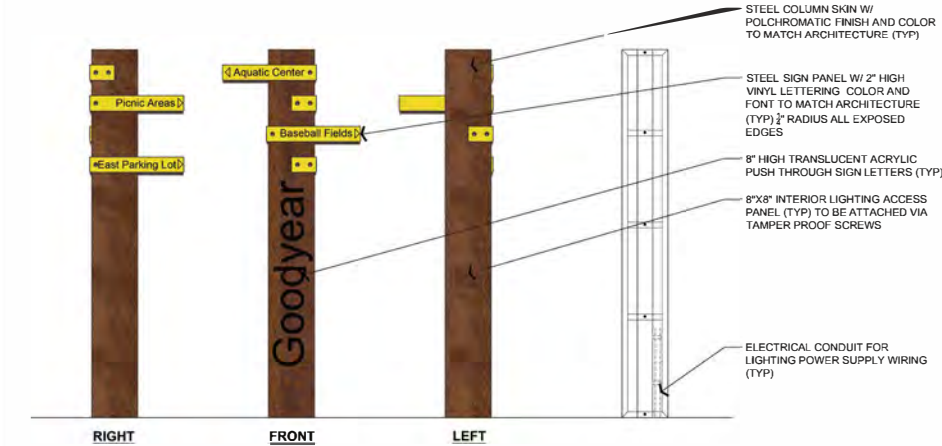




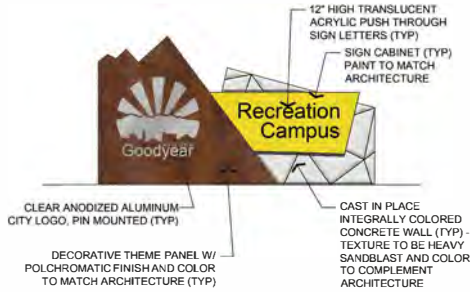
<b>MATERIALS:</b>
CONCRETE - 3000 PSI MINIMUM
REBAR - GR 60
STEEL - A36
WELDS - E70
TUBES A - 500, GRB



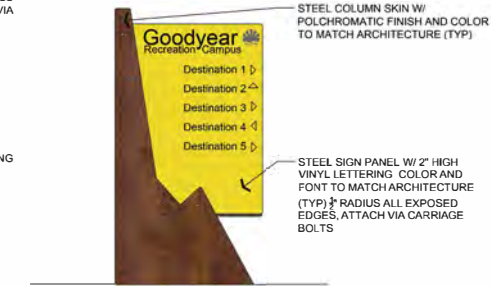
1 PRIMARY SIGNAGE MONUMENT  
3/8"=1'-0" FOR REFERENCE ONLY



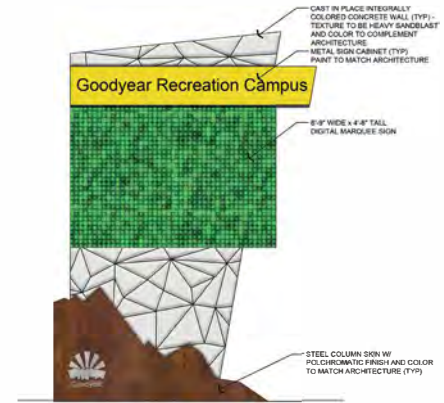
4 PRIMARY WAYFINDING SIGNAGE  
3/4"=1'-0" FOR REFERENCE ONLY



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




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

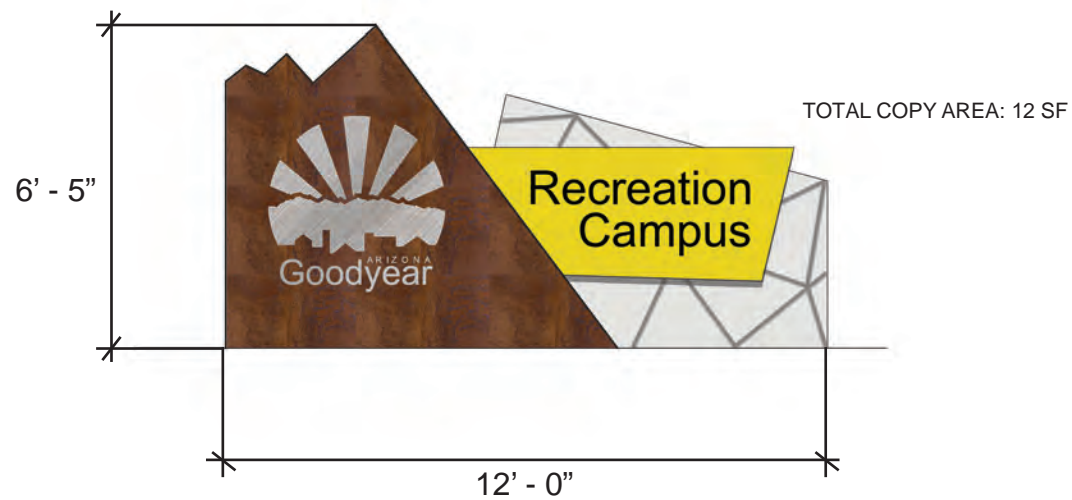
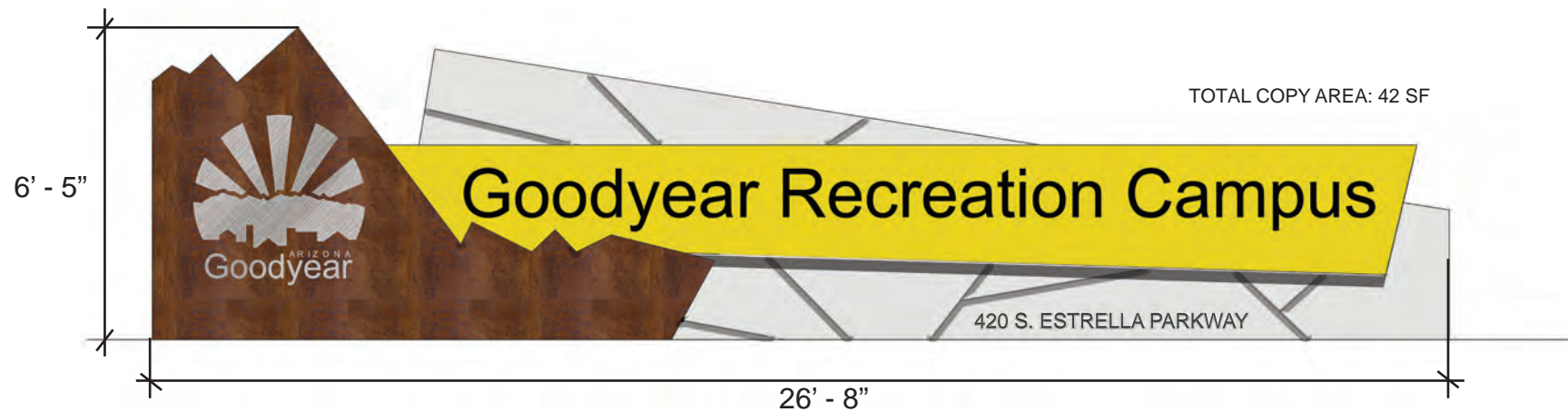


3 DIGITAL MARQUEE  
1/2"=1'-0" FOR REFERENCE ONLY

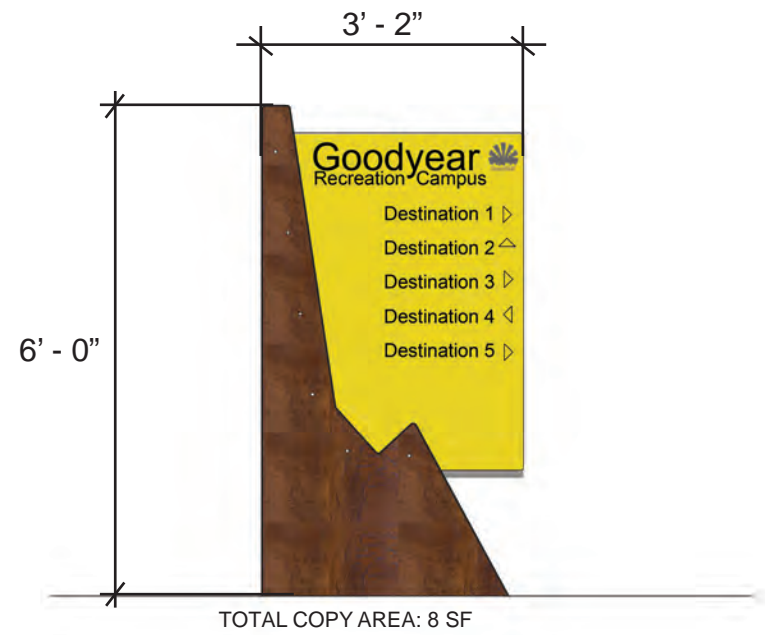
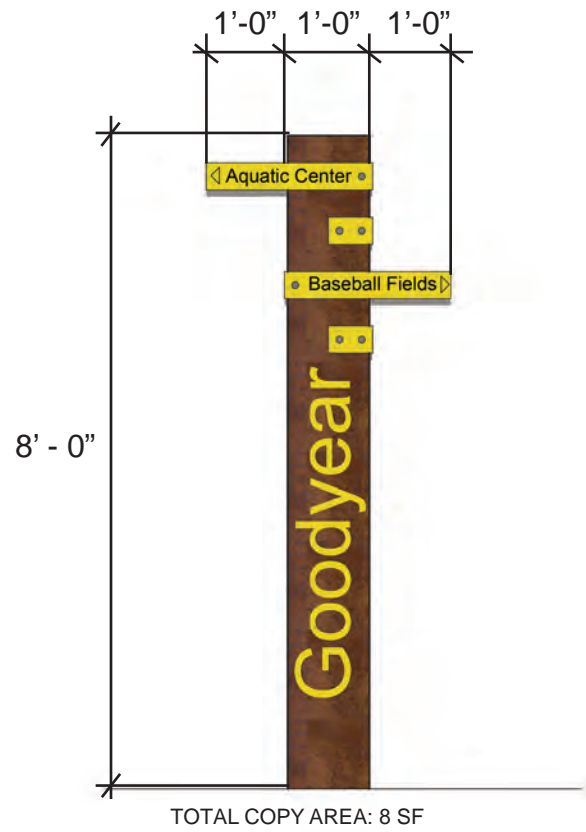
- Colors:
- Goodyear Gold
  - Vari-Cool Polychromatic Finish (Iridescent color - changing paint brown / gray / red)
  - Standard gray concrete



<div>HTe: 19-4958</div>	<div><div>City of Goodyear</div></div>	<div>RECREATION CAMPUS - PHASE 1</div> <div>MONUMENT SIGNAGE</div> <div>DETAILS</div>	SCALE (H): SHOWN	<div>© 2018 KIMLEY HORN AND ASSOCIATES, INC. 7740 N. 10th STREET, SUITE 300 PHOENIX, AZ 85020 PHONE: 602.944.5000 FAX: 602.944.7423 WWW.KIMLEY-HORN.COM</div>	<div>REVISIONS</div> <div>NO.</div>	<div>DATE</div> <div>BY</div>
			SCALE (V): SHOWN			
			DESIGNED BY: MAP			
			DRAWN BY: MAP			
			CHECKED BY: JK			
DATE: 05-13-2020						
			<div>Kimley»Horn</div>			





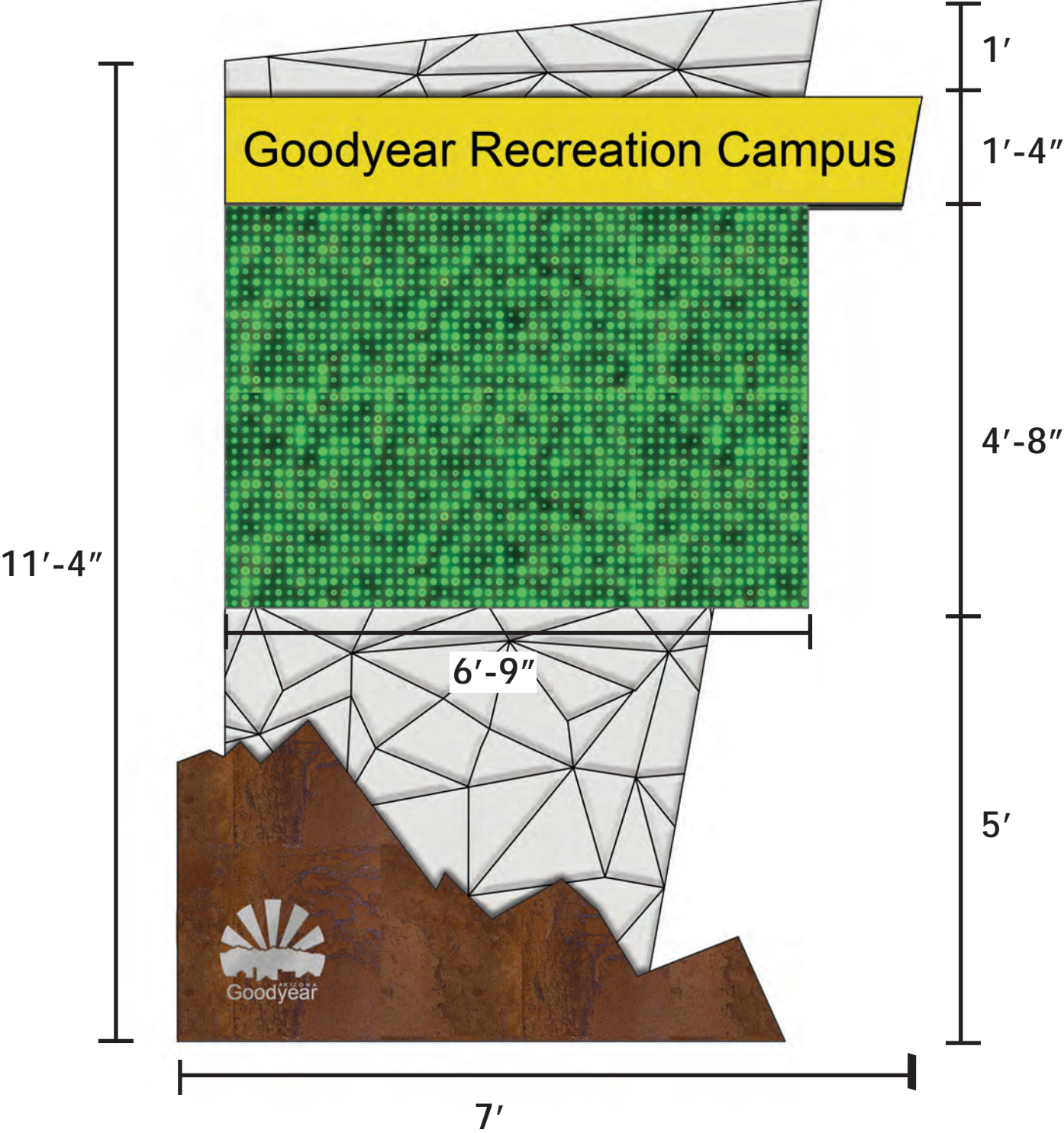




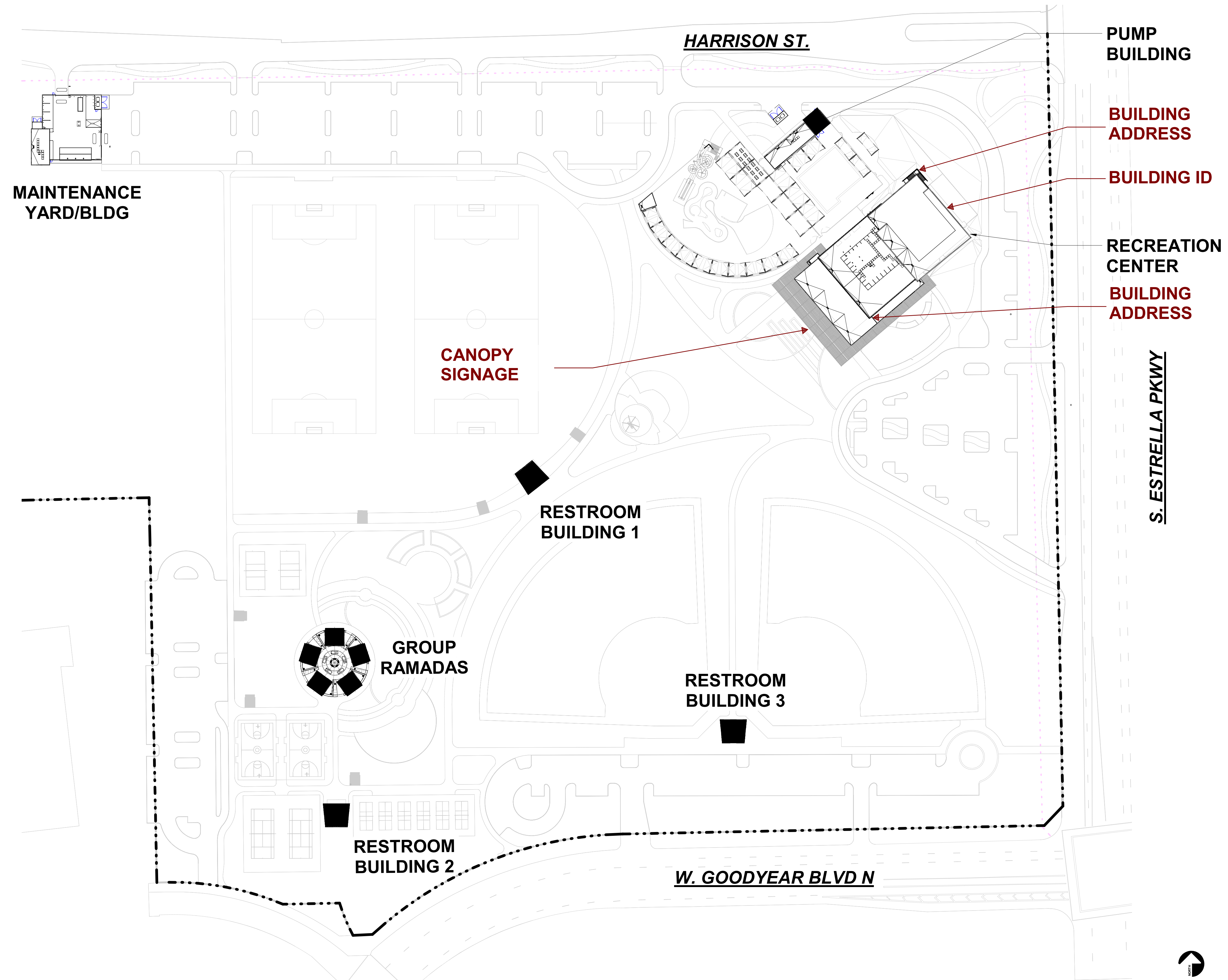
**DOUBLE SIDED MARQUEE SIGN**  
COPY AREAS BELOW FOR ONE SIDE  
TEXT COPY: 10 SF  
TOTAL DIGITAL COPY: 31 SF  
ACTIVE DIGITAL COPY: 27 SF TOTAL  
COPY AREA: 37 SF

**NOTE:** SIGN WILL COMPLY WITH THE  
VARIOUS SIGN CODE CRITERIA FOR  
ELECTRONIC MESSAGE DISPLAYS.

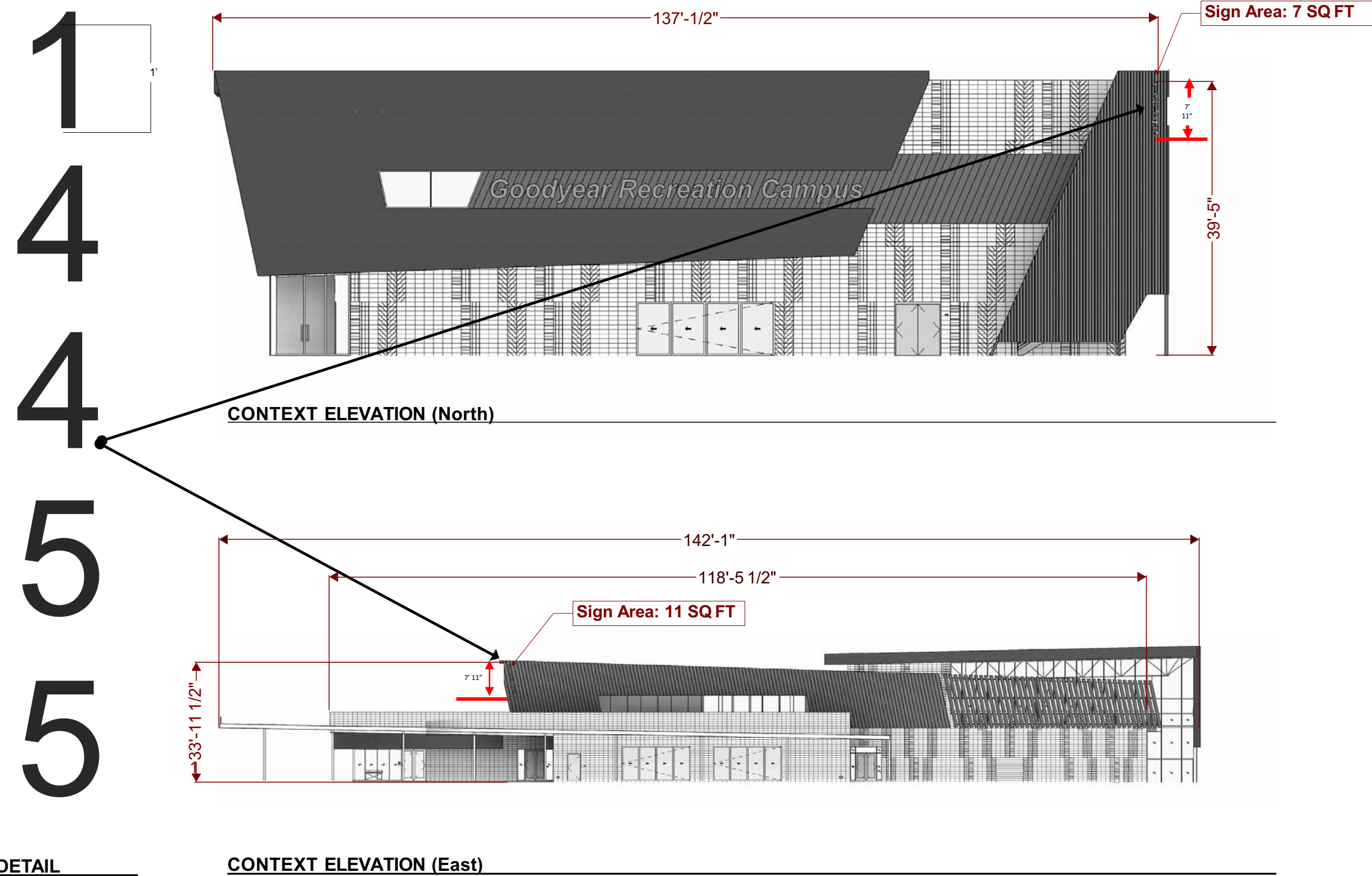
DIGITAL DISPLAY:  
OVERALL DIMENSIONS: 4'8" x 6'9"  
ACTIVE DISPLAY AREA: 4'2" x 6'6"











**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)
- Letters are to be 1' tall with 2" stroke of contrasting color (final color TBD and subject to Fire Marshal approval).

**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.

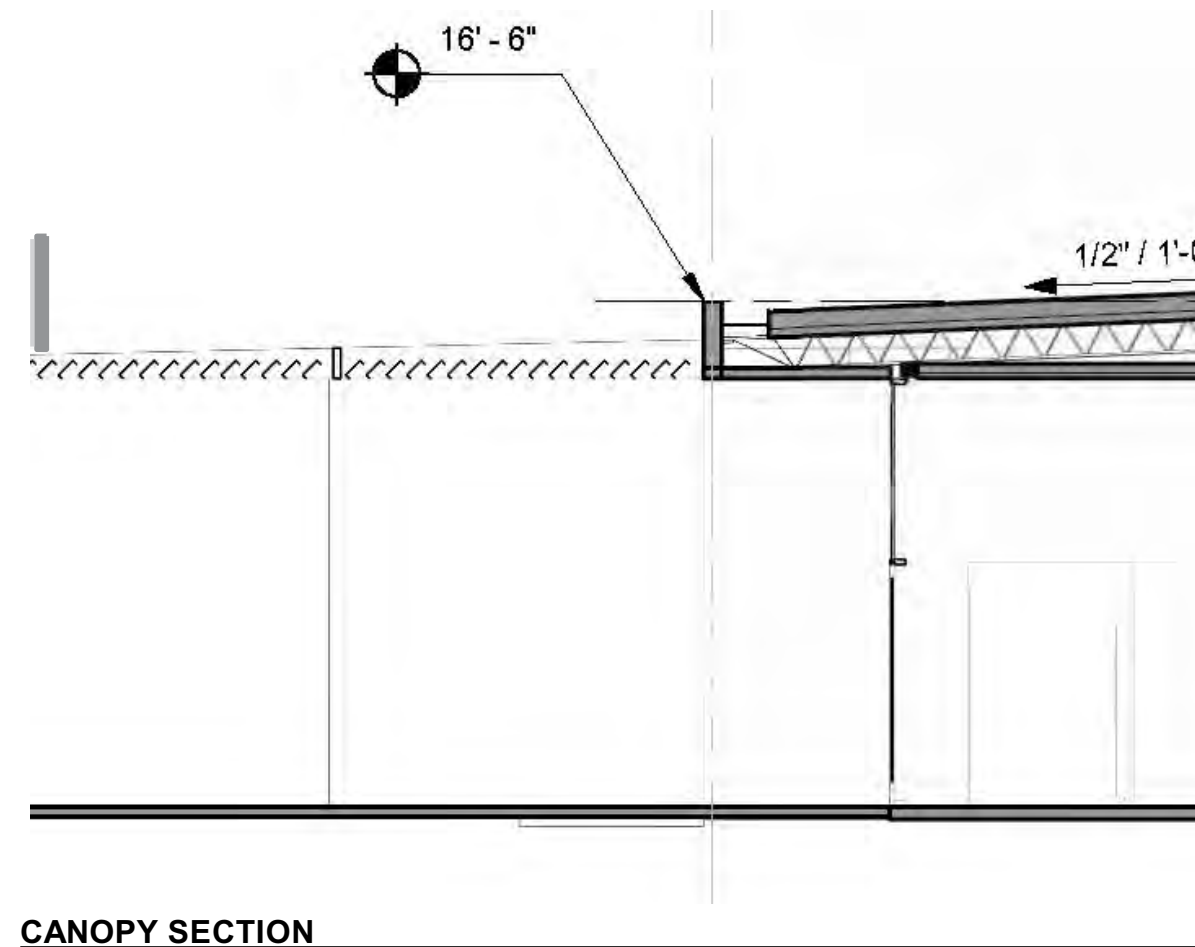
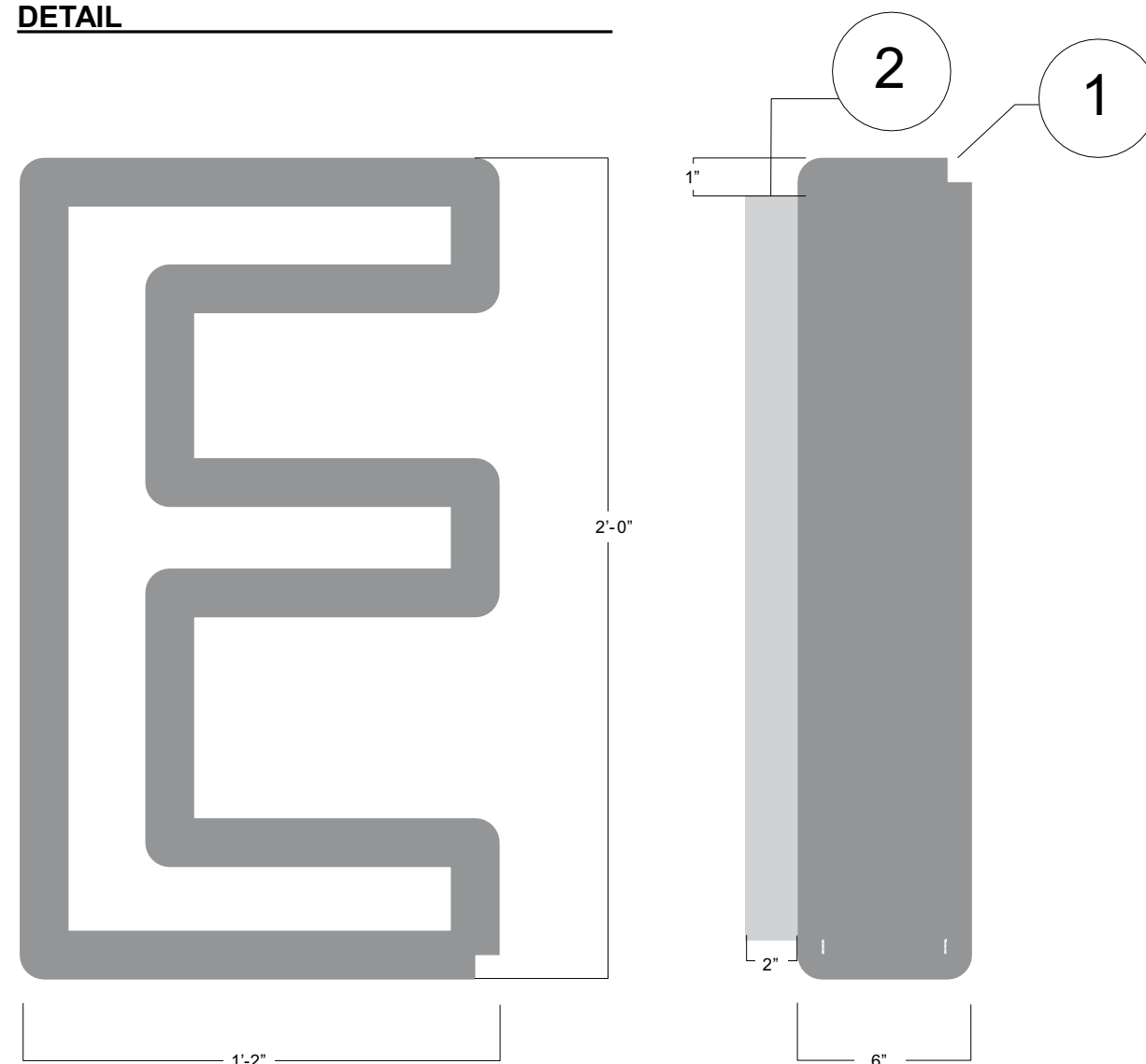
NO VISIBLE ATTACHMENT

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

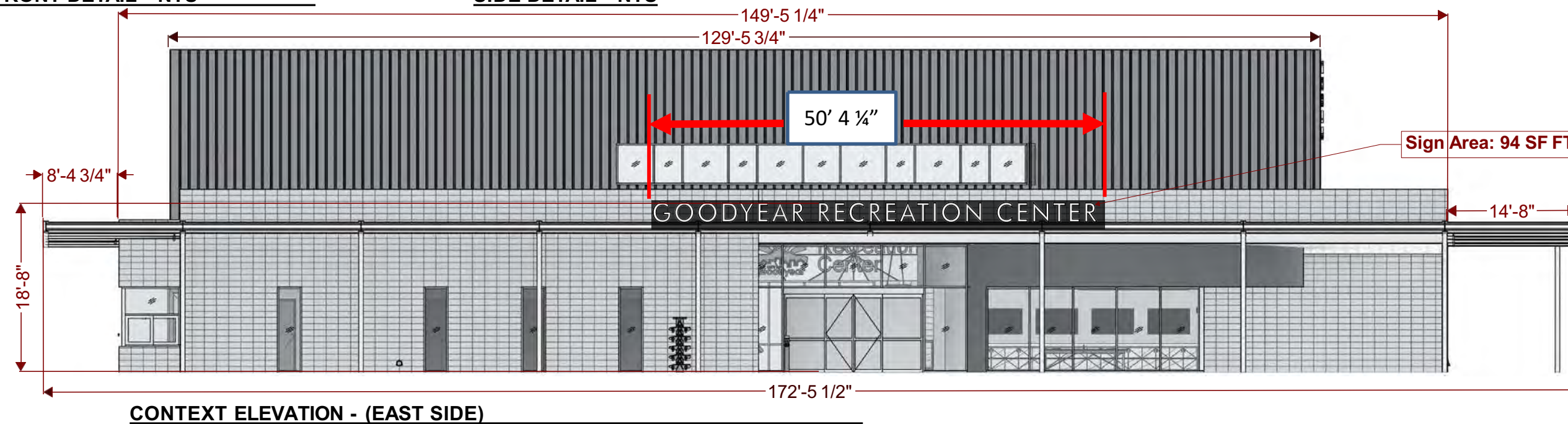


ILLUSTRATION - NOT TO SCALE.

X-C - Building ID - Canopy Signage

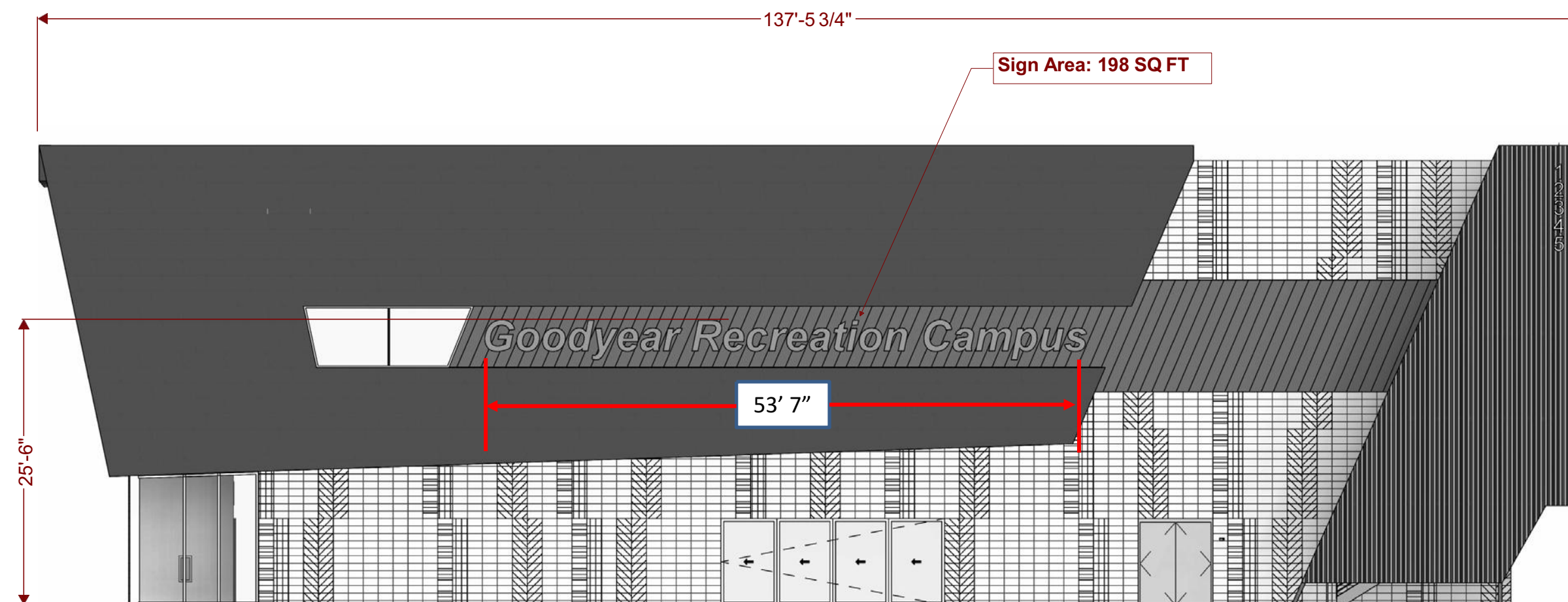
City of Goodyear Community Recreation Center  
Signage Master Plan | No. 1824.00 | January 2020

**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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ILLUSTRATION - NOT TO SCALE.





**X-C - Building ID - Canopy Signage**

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

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