



**Goodyear Recreation Campus
Comprehensive Sign Package Amendment**

January 25, 2021



GOODYEAR RECREATION CAMPUS CSP



GENERAL BACKGROUND

- ~80 acres zoned Public Facilities District (PFD) – Aug 2019
- Site plan – Sept 2019
- First phase – 40 acres
 - Recreation center (48K sf)
 - Aquatic facility
 - Park
 - Halfway complete to summer 2021 opening

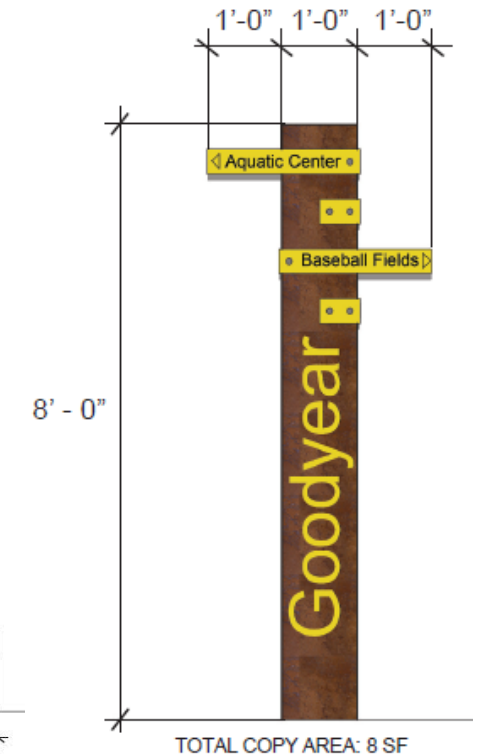
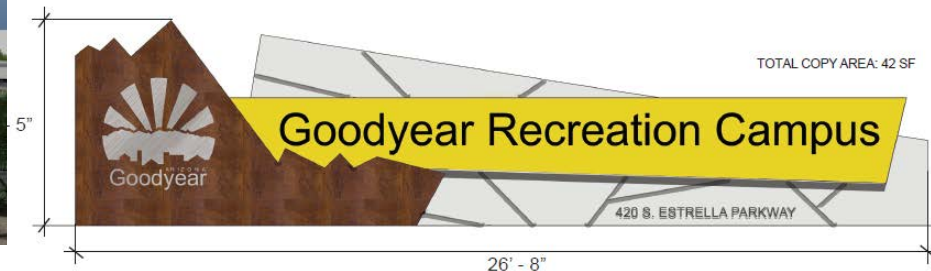


GOODYEAR RECREATION CAMPUS CSP



CSP BACKGROUND

- CSP approved November 16, 2020
- Included building, monument & wayfinding signage
- Did not include an electronic message display

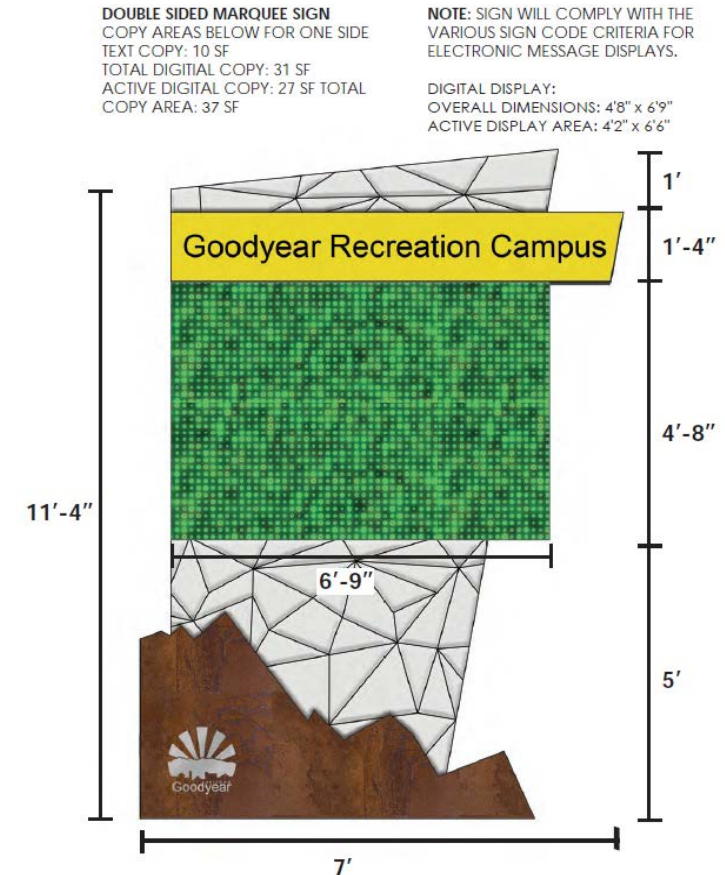


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CURRENT REQUEST

- Add new monument sign with electronic message display
- Request deviations:
 - Height – 12' vs 8'
 - Sign Area – 37 SF vs 32 SF
 - EMD Area – 27 SF vs 16 SF
 - Setback – 1' vs 5'
- No other changes to approved signage

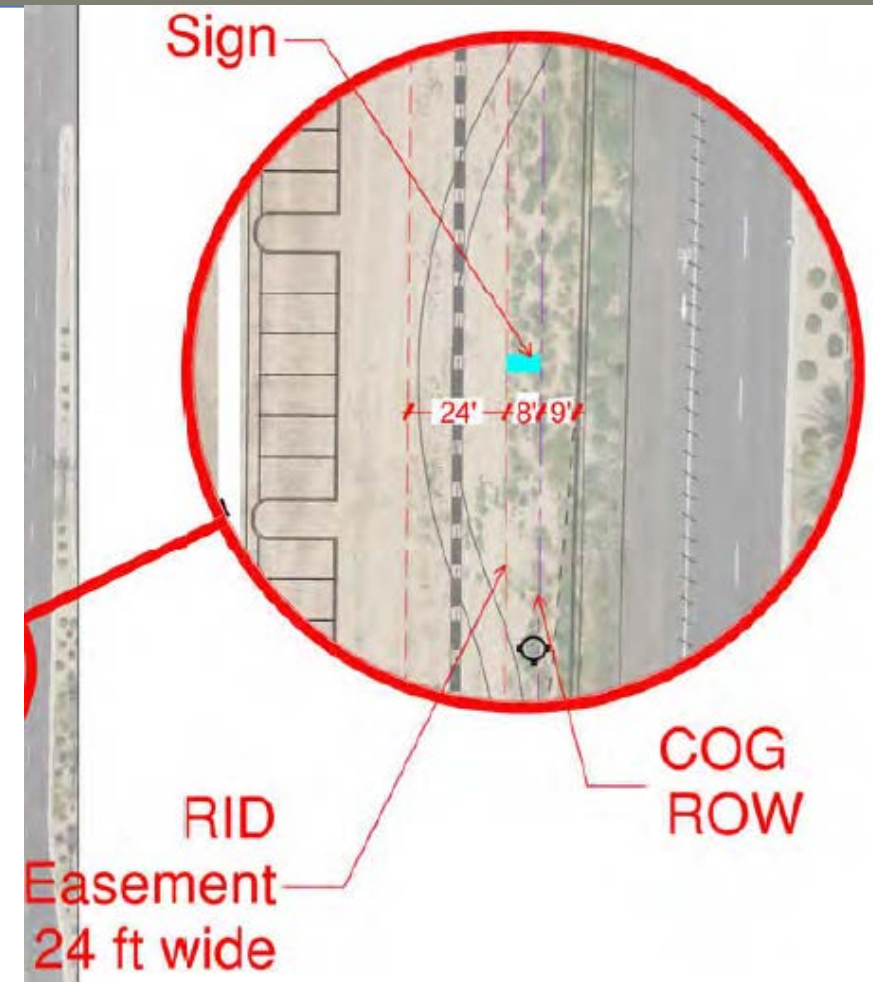
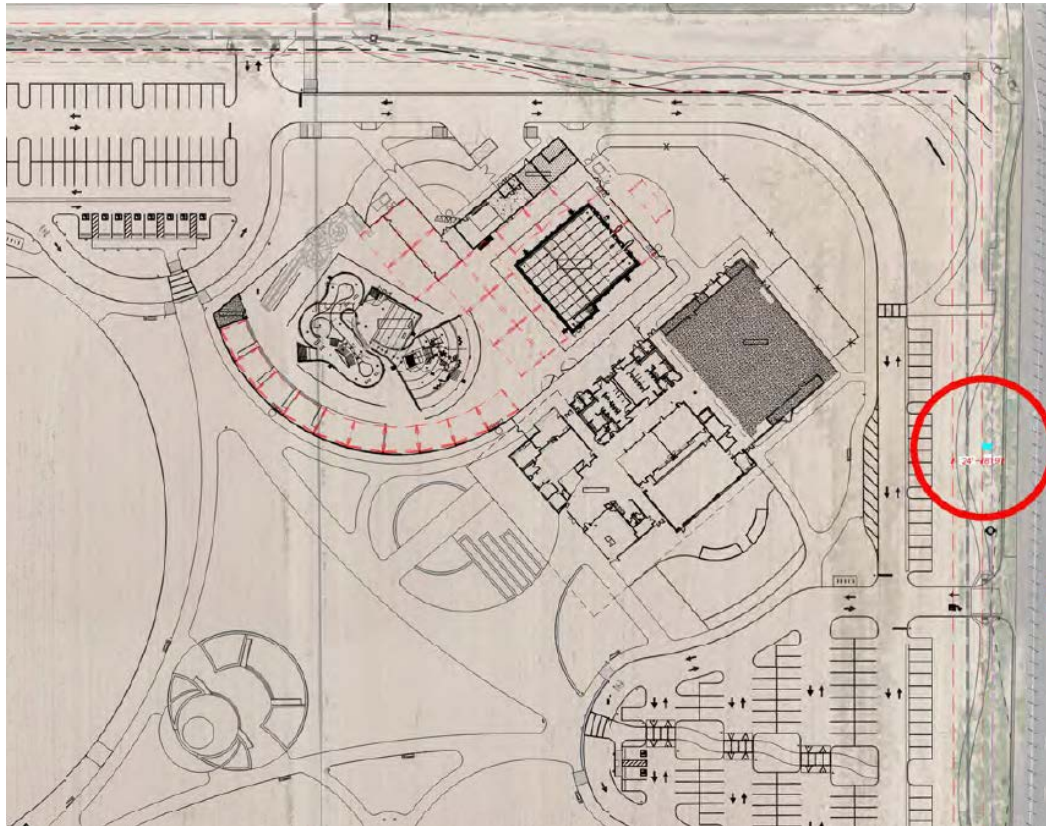


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PROPOSED LOCATION OF MONUMENT SIGN

- Monument proposed 9' from curb
- 1' from ROW / PL
- 8' wide area between RID easement and ROW
- Not interfere with vehicular or pedestrian traffic





SOUTHBOUND VIEW

NORTHBOUND VIEW



GOODYEAR RECREATION CAMPUS CSP



CSP EVALUATION CRITERIA

- Do size & location offer sufficient visibility & legibility?
- Harmonious & enhanced design?
- Compatible with adjacent land uses?

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ANALYSIS

- Unique facility with multiple activities offered within large campus setting
- Location constrained by large RID easement
- Sized to be visible from Estrella Parkway
- Major roadway with corresponding traffic speed
- Much larger sign required if pushed farther back onto property
- Designed to complement campus design theme & city branding
- Illuminated only during business hours (limit light trespass)
- No adverse impact to surrounding area (600' from nearest SF Res)
- Meet all sign code requirements (8 second display, immediate transition, etc)

GOODYEAR RECREATION CAMPUS CSP



FINDINGS & RECOMMENDATION

- Request meets evaluation criteria
 - Modifications are acceptable
 - No adverse impacts to surrounding area
 - Compliance with CSP dated December 2020
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- Staff & PZC recommend approval – two stipulations