



GSQ COMPREHENSIVE SIGN PLAN

PRE-APPLICATION

Project Number | PRJ21-10477  
Meeting Date | April 1ST 2021

CASE NUMBER | 21-630-00002

SUBMITTAL DATE

JUNE 16TH 2021

A PARTNERSHIP:

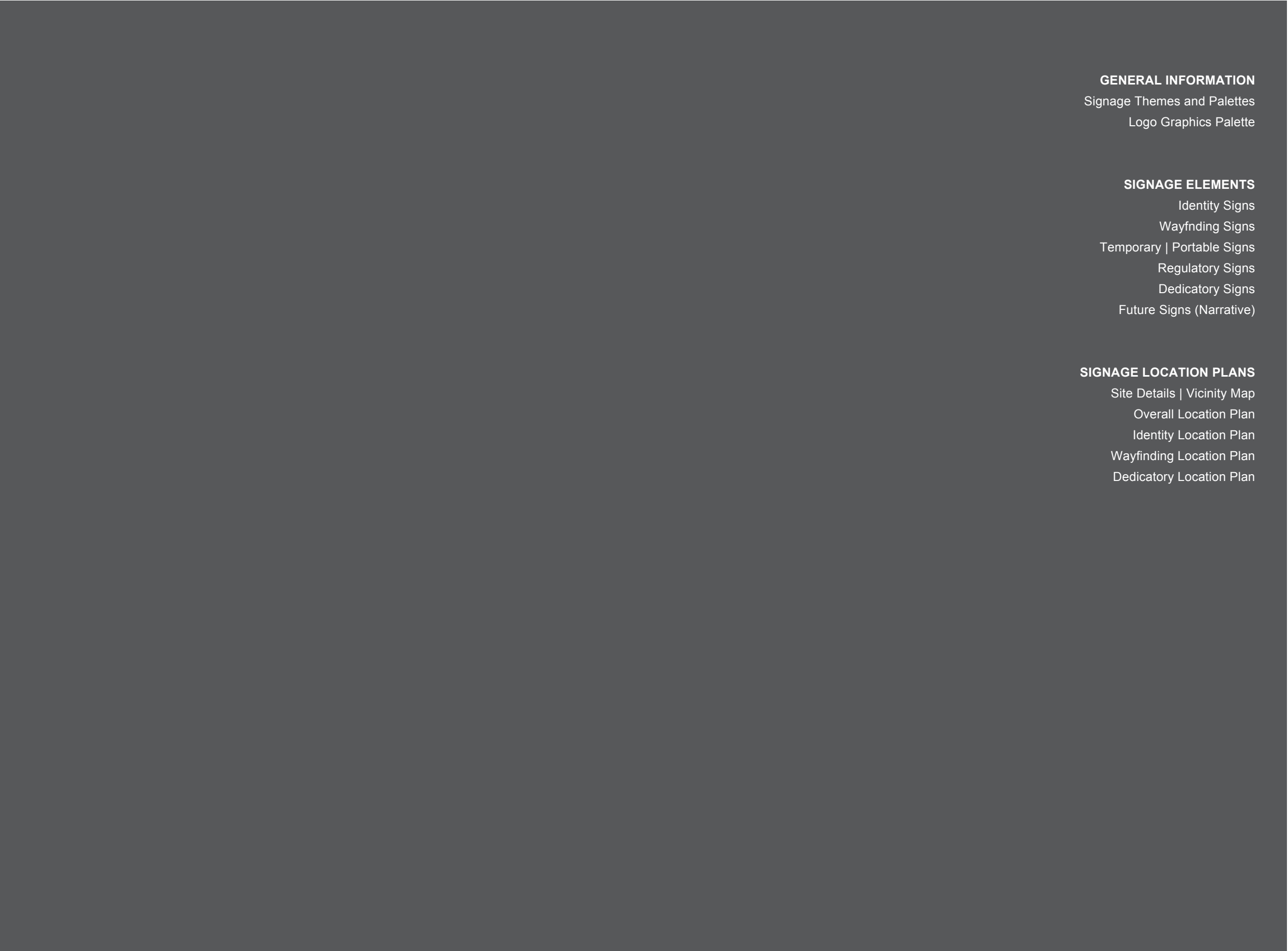


GLOBE CORPORATION

PREPARED BY:

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**GENERAL INFORMATION**  
Signage Themes and Palettes  
Logo Graphics Palette

**SIGNAGE ELEMENTS**  
Identity Signs  
Wayfinding Signs  
Temporary | Portable Signs  
Regulatory Signs  
Dedicatory Signs  
Future Signs (Narrative)

**SIGNAGE LOCATION PLANS**  
Site Details | Vicinity Map  
Overall Location Plan  
Identity Location Plan  
Wayfinding Location Plan  
Dedicatory Location Plan

**SECTION 005**  
005.0.1  
005.0.2

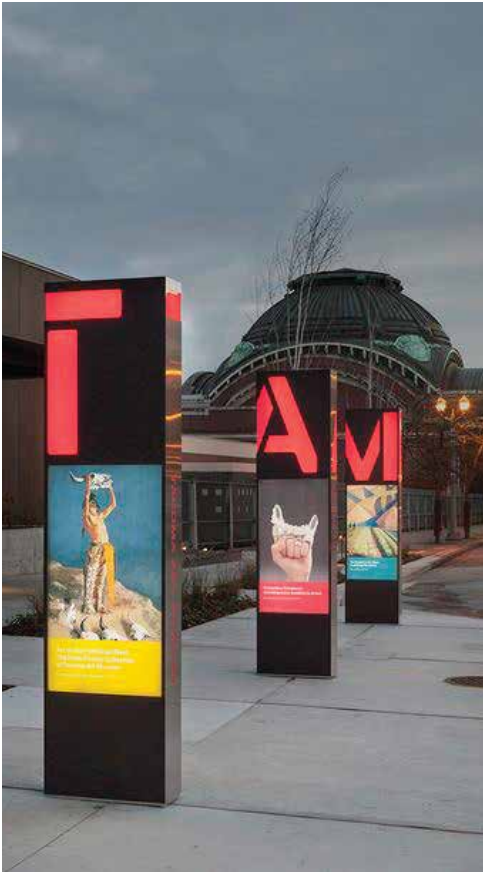
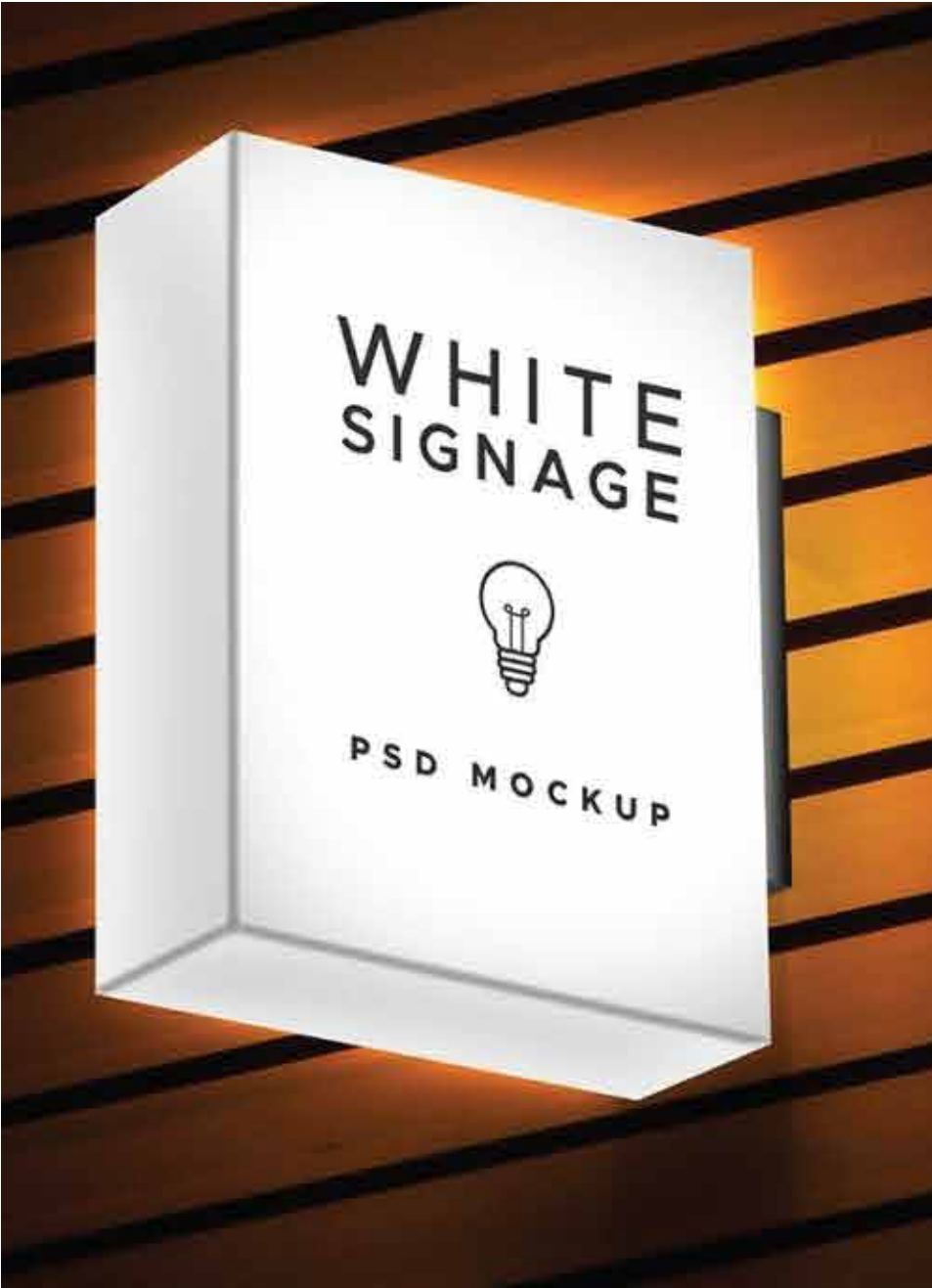
**SECTIONS 005.1 thru 005.5**  
005.1.1 thru 005.1.12  
005.2.1 thru 005.2.4  
005.3.1  
005.3.1 thru 005.3.5  
005.4.1thru 005.4.3  
005.5.1 thru 005.5.7

**SECTION 005.6**  
005.6.1.1  
005.6.1.2  
005.6.2  
005.6.3  
005.6.4

clean

contemporary

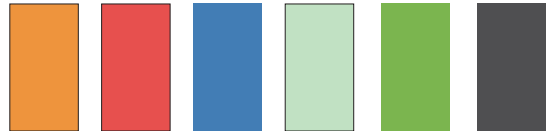
CLASSIC



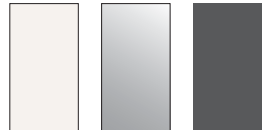
CLEAN LINES.  
COMTEMPORARY APPROACH.  
CLASSIC DESIGN.

SIGNAGE PALETTES

COLOR PALETTE



METAL PALETTE



ACRYLIC PALETTE



SIGNAGE FONTS

PRIMARY FONT PALETTE

CENTURY GOTHIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

CENTURY GOTHIC BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ARCHITECTURAL FONT

ARIAL BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PROJECT LOGO



LOGO GRAPHICS PALETTE

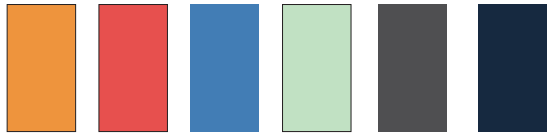
FONT PALETTE

MARKETING | SOCIAL MEDIA FONTS

**MINISTRY**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

GRAVESEND  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

COLOR PALETTE



OFFICE BUILDING B LOGO



FONT PALETTE

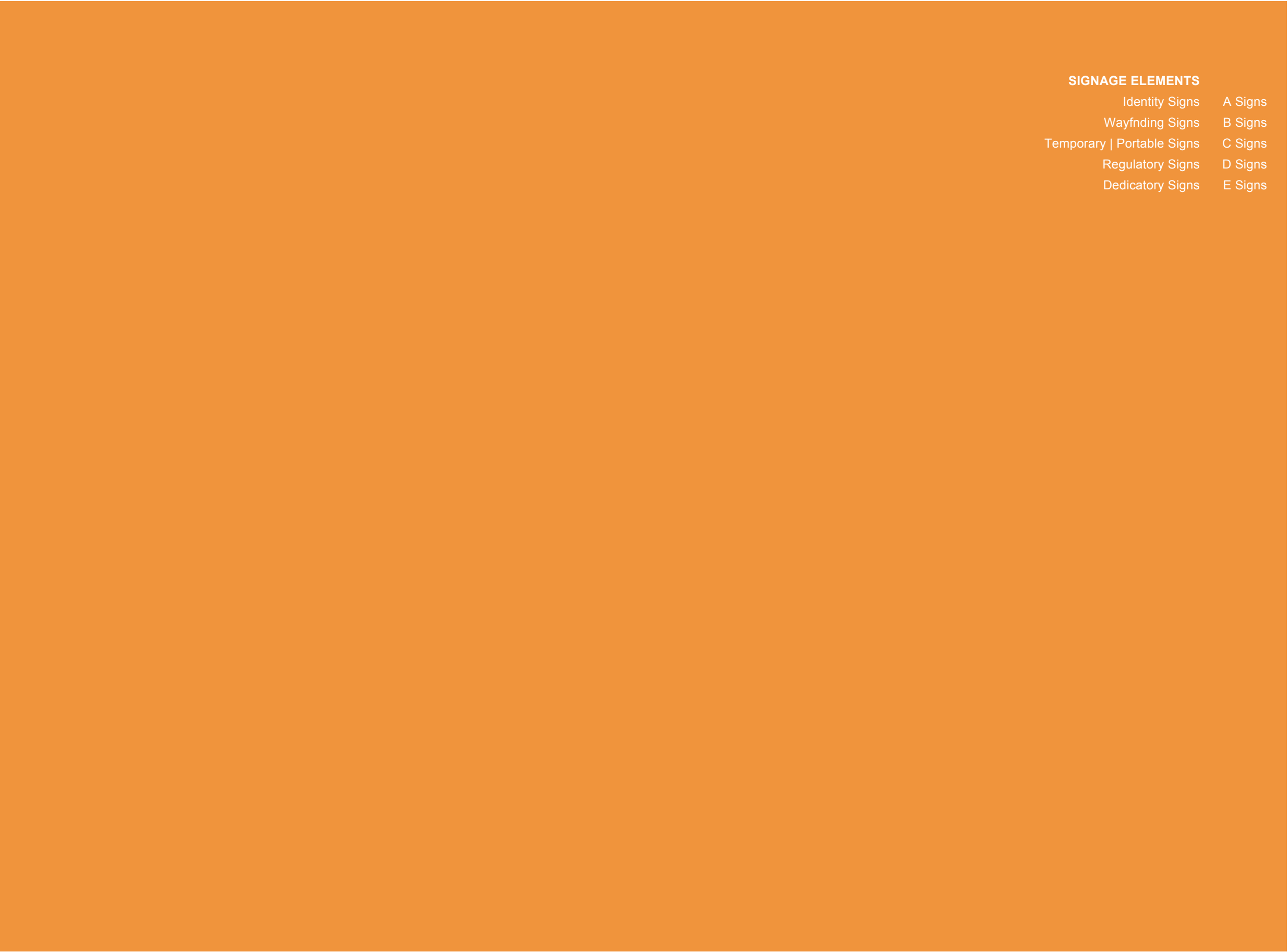
MARKETING | SOCIAL MEDIA FONTS

**MINISTRY**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

GRAVESEND  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

COLOR PALETTE



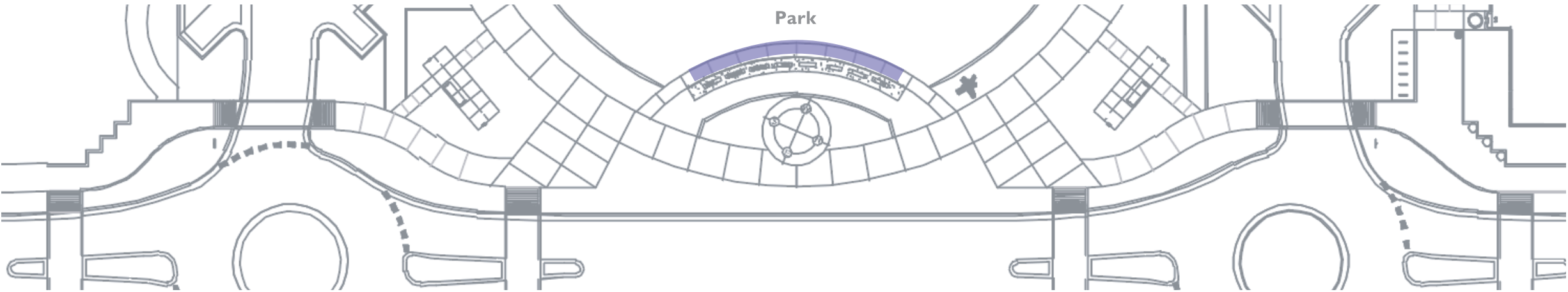


| SIGNAGE ELEMENTS           |         |
|----------------------------|---------|
| Identity Signs             | A Signs |
| Wayfinding Signs           | B Signs |
| Temporary   Portable Signs | C Signs |
| Regulatory Signs           | D Signs |
| Dedictory Signs            | E Signs |

| SECTIONS 005.1 thru 005.4 |
|---------------------------|
| 005.1.1 thru 005.1.12     |
| 005.2.1 thru 005.2.4      |
| 005.3.1                   |
| 005.3.1 thru 005.3.5      |
| 005.4.1 thru 005.4.2      |

SIGN TYPE: A-1

GOODYEAR IDENTIFICATION LETTERS



A-1: GOODYEAR IDENTIFICATION LETTERS - PROPOSED LOCATION

Scale: Not to Scale

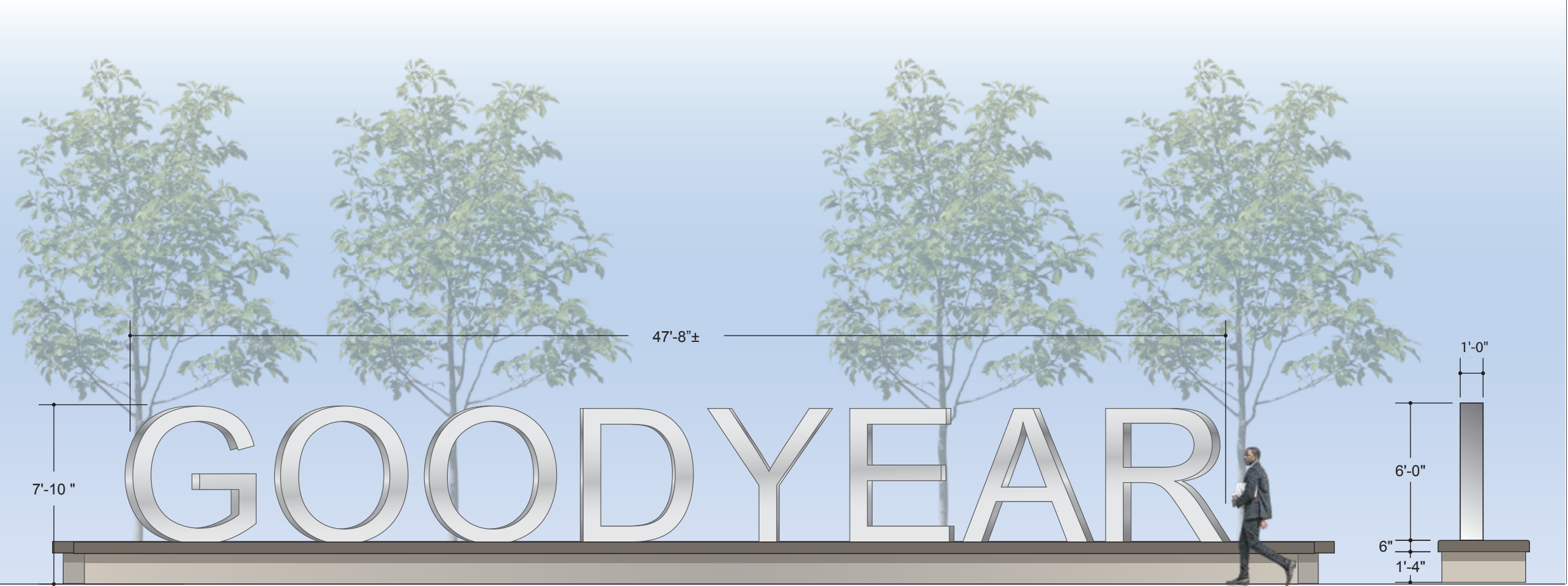
SIGN TYPE: A-1  
GOODYEAR IDENTIFICATION LETTERS  
LOCATION: 150TH AVE TERMINUS  
FONT: ARIAL

MATERIALS  
Large metal identification letters baseline  
mounted to radiused masonry wall as required

CONSTRUCTION  
Refer to Butler Design Group architectural  
drawings and specifications for masonry base  
and integrated illumination source details

ILLUMINATION  
Illumination source to be integrated into masonry  
base and provide an up-light wash effect onto  
letter faces

NOTES  
Material and finish to be derived from final  
architectural palette



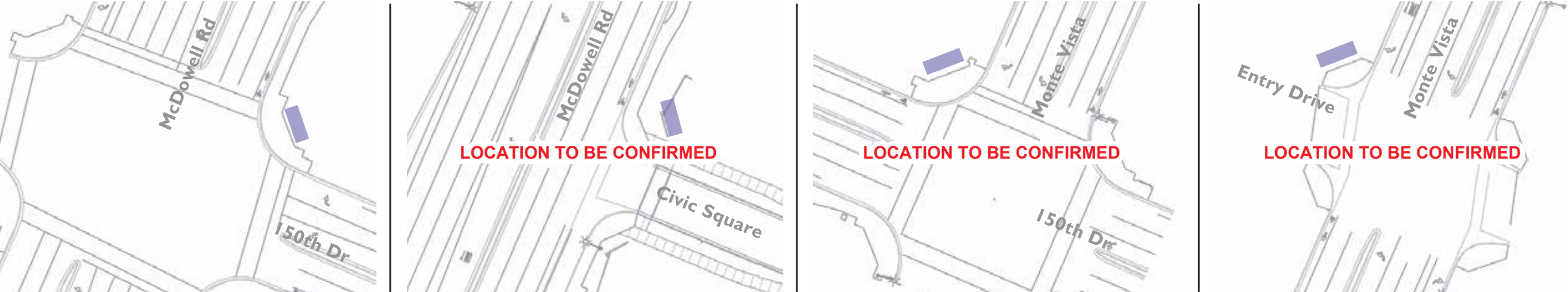
A-1: GOODYEAR IDENTIFICATION LETTERS

Scale: 3/16"=1'-0"

SIDE/SECTION VIEW

SIGN TYPE: A-2

GSQ IDENTIFICATION LETTERS



A-2: GSQ IDENTIFICATION LETTERS - PROPOSED LOCATIONS  
Scale: Not to Scale

SIGN TYPE: A-2  
GSQ IDENTIFICATION LETTERS  
LOCATION: 150TH AVE & MCDOWELL RD;  
150TH AVE & MONTE VISTA; MAIN DRIVES  
INTO PROJECT FROM MCDOWELL RD

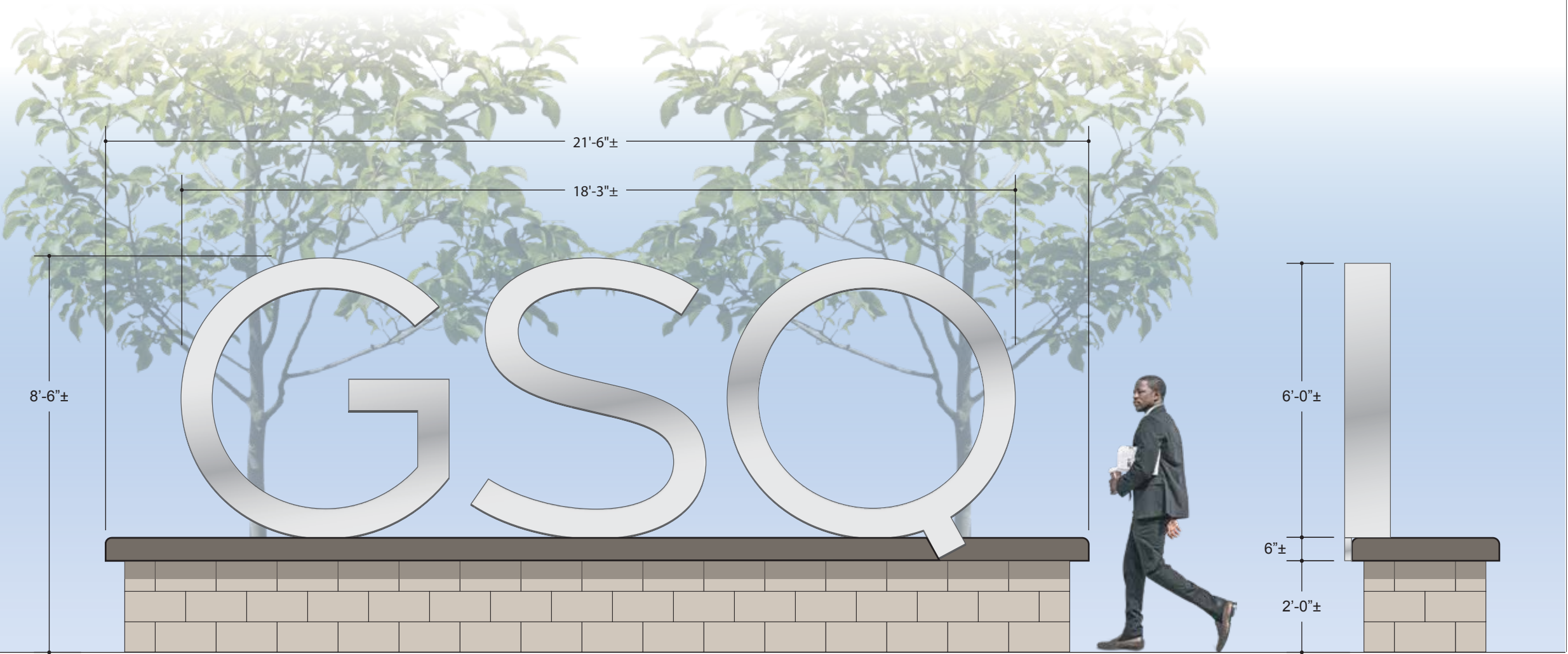
MATERIALS  
Large metal identification logo baseline mounted  
to masonry wall as required

Material and finish to match large GOODYEAR  
letters (Sign Type A-1)

CONSTRUCTION  
Refer to Butler Design Group architectural  
drawings and specifications for masonry base

ILLUMINATION  
In-ground illumination source to wash both letters  
and base/wall with light at night

NOTES  
All sign elements to be located out of any site  
visibility triangle



A-2: GSQ IDENTIFICATION LETTERS  
Scale: 3/6"=1'-0"

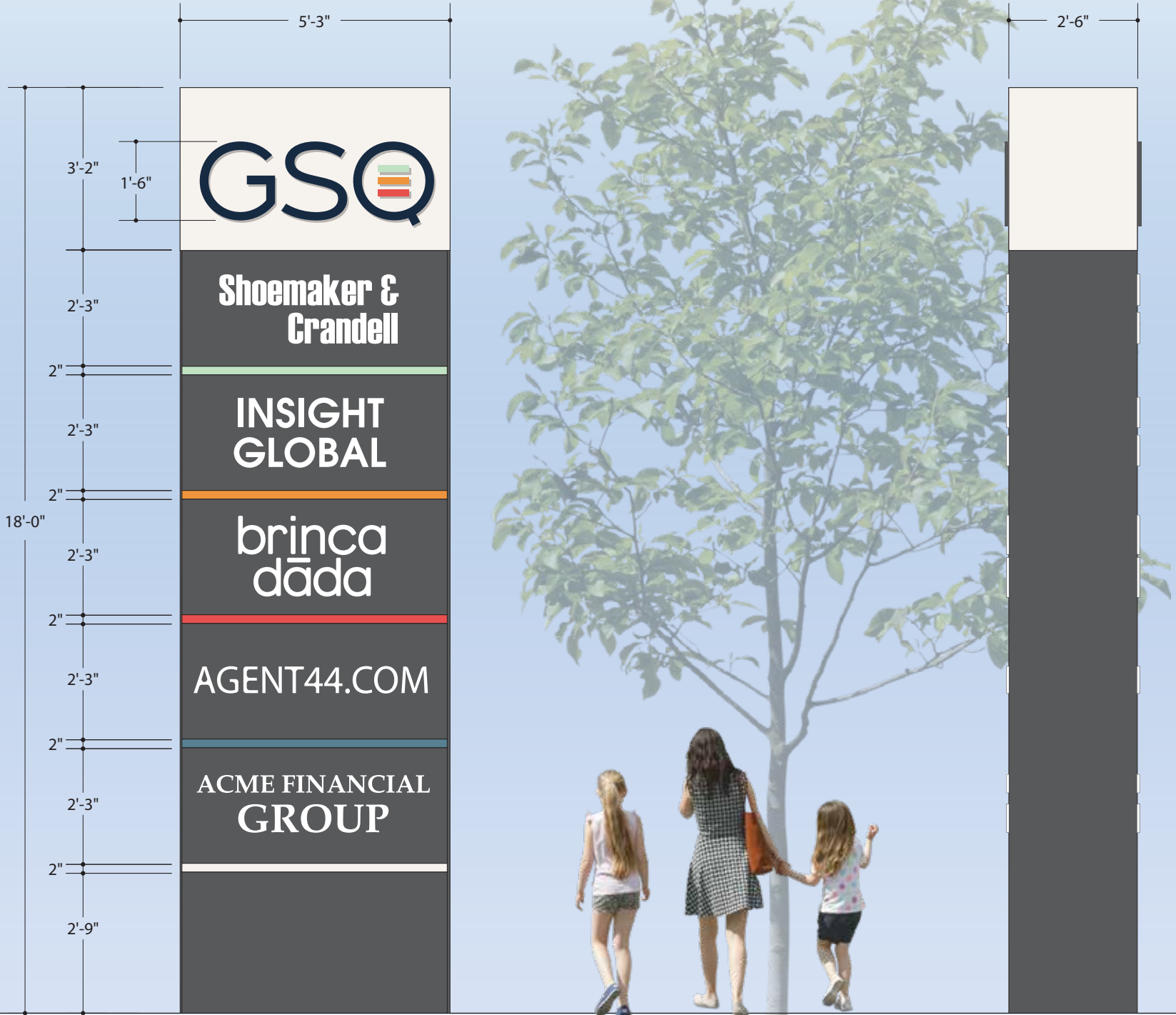
SIDE/SECTION VIEW

SIGN TYPE: A-3

PRIMARY IDENTITY | TENANT MONUMENT



LIGHT BOX EXAMPLE - NIGHT VIEW



A-3: PRIMARY IDENTITY | TENANT MONUMENT

Scale: 3/6"=1'-0"

SIDE/SECTION VIEW

SIGN TYPE: **A-3**  
PRIMARY IDENTITY | TENANT MONUMENT  
LOCATION: AT MAIN DRIVE ENTRIES OFF PERIMETER ROADWAYS

MATERIALS  
Paint prefinished metal constructed monument sign with up to five (5) tenant panels - painted project black

CONSTRUCTION  
Seamless light box identification cabinet at top with 1 inch deep flat cut-out (FCO) metal/plex identification flush mounted to face - colors to match project standard color palette

Routed paint prefinished metal tenant panels with 1/2 inch push-thru white plex logo/copy - design/layout per tenants brand/corporate standards

2 inch tall push-thru translucent plex reveals (push-thru flush to face) - colors to match project standard color palette

Sign footing as required through engineering

ILLUMINATION  
Internally illuminated (LED)

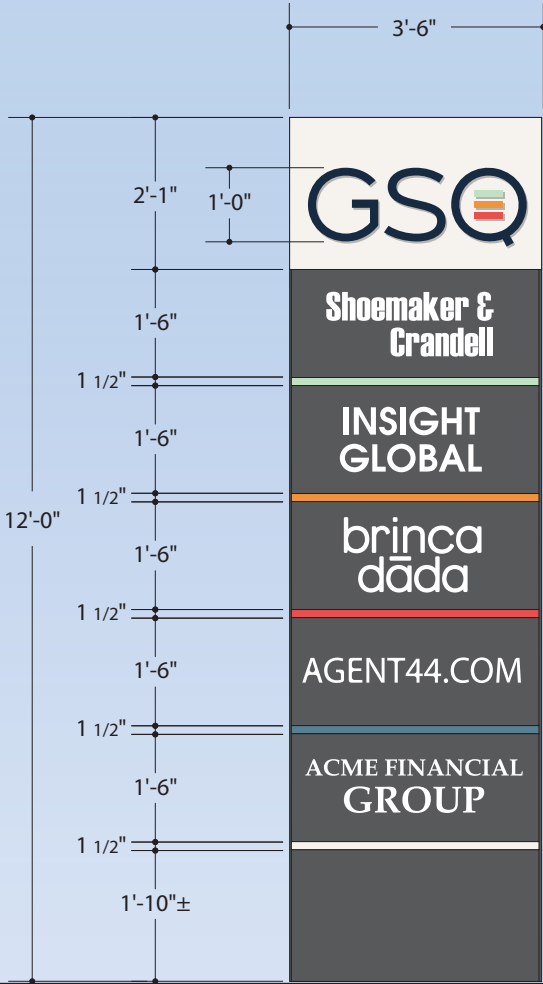
NOTES  
All sign elements to be located out of any site visibility triangle

SIGN TYPE: A-4

SECONDARY IDENTITY | TENANT MONUMENT



LIGHT BOX EXAMPLE - NIGHT VIEW



A-4: SECONDARY IDENTITY | TENANT MONUMENT

Scale: 3/6"=1'-0"



SIDE/SECTION VIEW

SIGN TYPE: **A-4**  
SECONDARY IDENTITY | TENANT MONUMENT  
LOCATION: AT MAIN DRIVE ENTRIES  
INTERNAL TO PROJECT SITE

MATERIALS  
Paint prefinished metal constructed monument sign with up to five (5) tenant panels - painted project black

CONSTRUCTION  
Seamless light box identification cabinet at top with 1 inch deep flat cut-out (FCO) metal/plex identification flush mounted to face - colors to match project standard color palette

Routed paint prefinished metal tenant panels with 1/2 inch push-thru white plex logo/copy - design/layout per tenants brand/corporate standards

1 1/2 inch tall push-thru translucent plex reveals (push-thru flush to face) - colors to match project standard color palette

Sign footing as required through engineering

ILLUMINATION  
Internally illuminated (LED)

NOTES  
All sign elements to be located out of any site visibility triangle

SIGN TYPE: **Ac-4x**

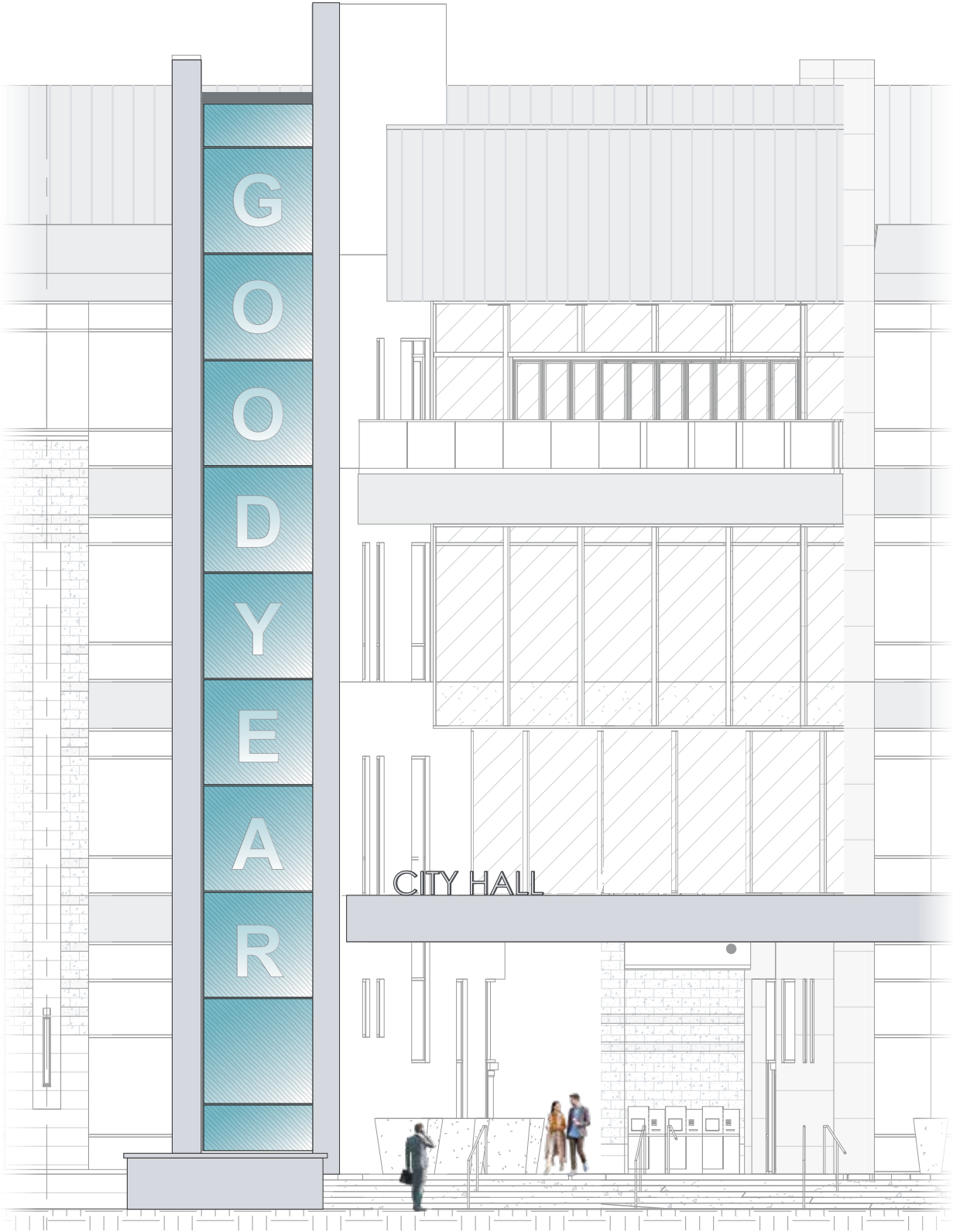
GOODYEAR GLASS “SCRABBLE LETTERS”

SIGN TYPE: **Ac-4x (BY OTHERS)**  
PRIMARY GOODYEAR BUILDING IDENTITY  
“SCRABBLE LETTERS”  
FONT: ARIAL BOLD

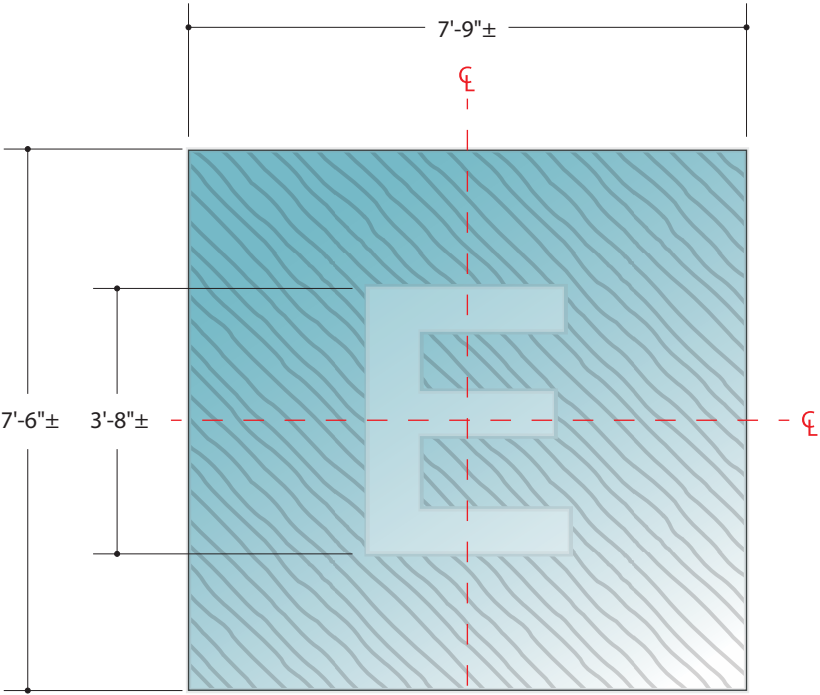
MATERIALS  
Back-lit architectural glass panels to be fritted,  
with letter areas to be smooth to provide subtle  
contrast - letters to be centered both horizontally  
and vertically

CONSTRUCTION  
Refer to Butler Design Group architectural  
drawings and specifications for all details

ILLUMINATION  
Back-lit behind panels (LED)

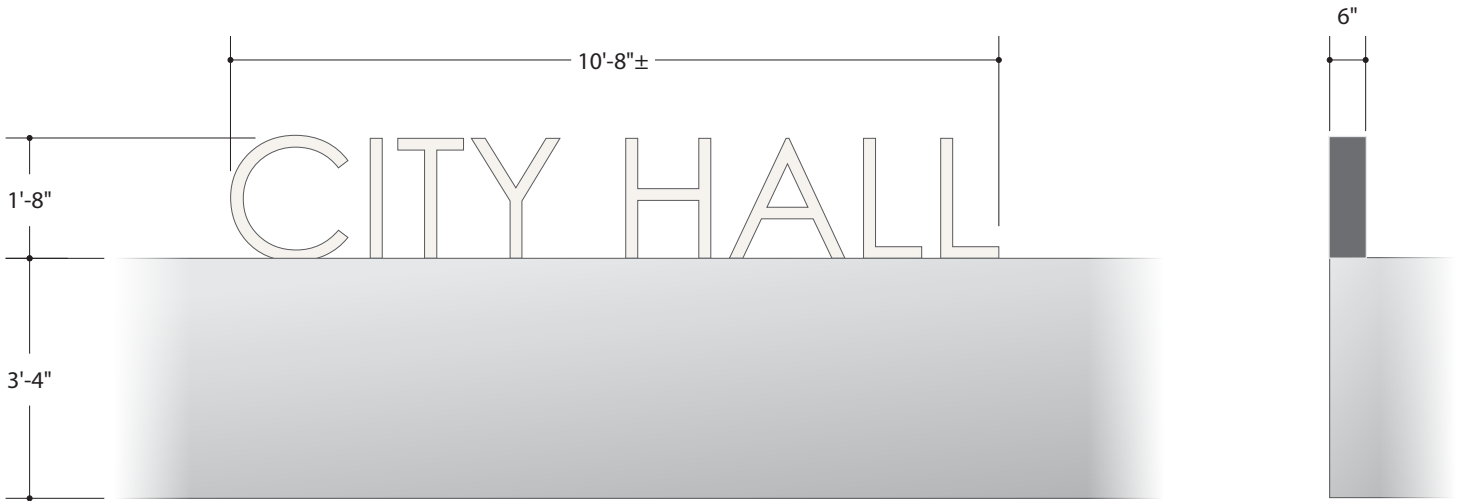


**Ac-4x:** PRIMARY GOODYEAR BUILDING IDENTITY “SCRABBLE LETTERS”  
Scale: 3/32”=1’-0”

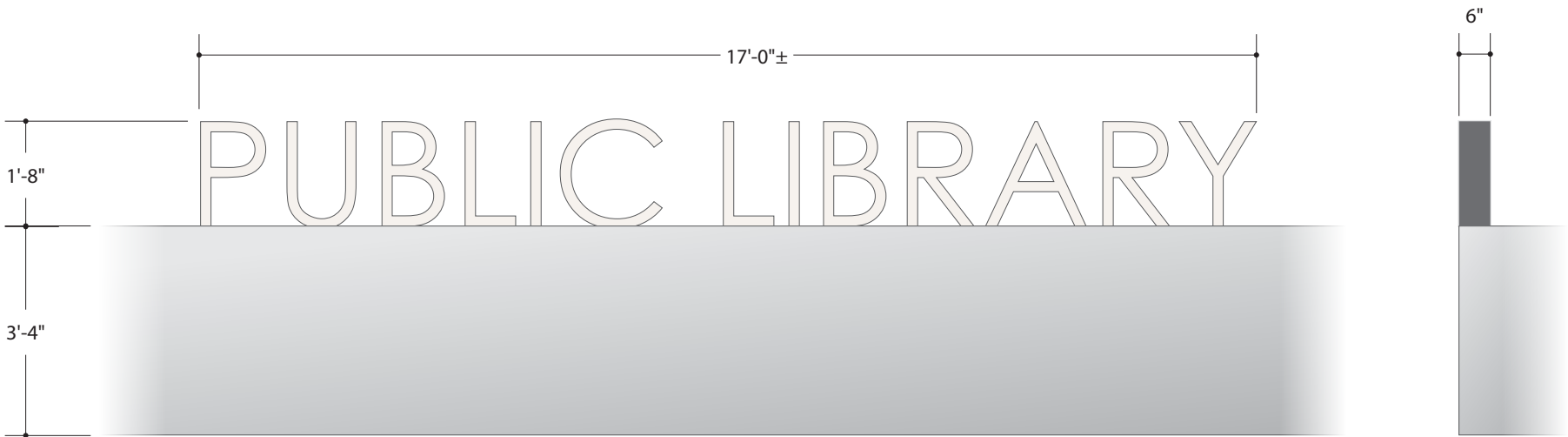


**Ac-4x:** GENERAL DIMENSIONS  
Scale: 3/8”=1’-0”

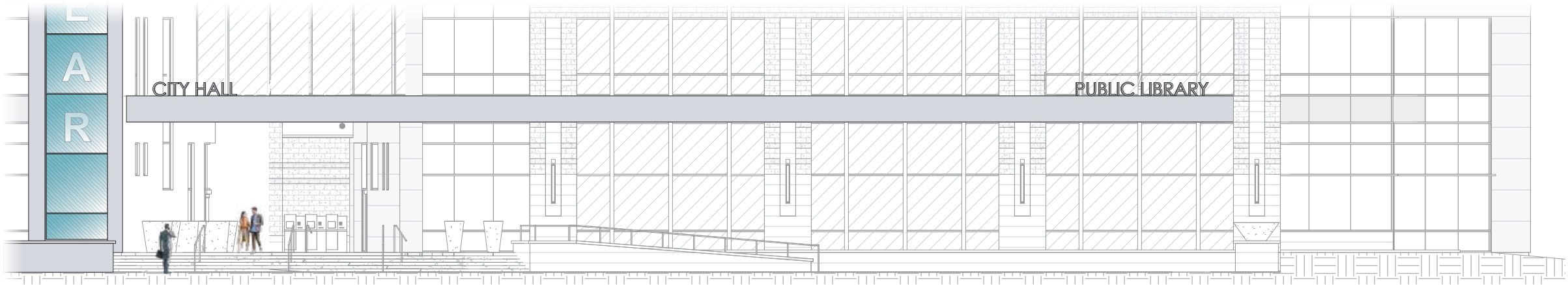
SIGN TYPE: **Ac-5x**  
CITY HALL | PUBLIC LIBRARY



**Ac-5x.1: CITY HALL CANOPY LETTERS**  
Scale: 3/8"=1'-0"



**Ac-5x.2: PUBLIC LIBRARY CANOPY LETTERS**  
Scale: 3/8"=1'-0"



**Ac-5x.1 & Ac-5x.2: PRIMARY BUILDING IDENTITY**  
Scale: 1/16"=1'-0"

SIGN TYPE: **Ac-5x**  
PRIMARY BUILDING IDENTITY  
CANOPY MOUNTED LETTERS  
FONT: CENTURY GOTHIC

MATERIALS  
6 inch deep dimensional metal letters, face to match light natural finish from project color palette; letter returns to be painted dark grey

CONSTRUCTION  
Letters baseline mounted to front edge of radiused canopy that connects City Hall and Public Library building(s)

Refer to Butler Design Group architectural drawings and specifications for canopy details

ILLUMINATION  
Signs to be indirectly illuminated

NOTES  
Final locations to be determined after canopy review/verification in the field

SIGN TYPE: **Ac-6x**  
SIGN TYPE: **Ac-7x**  
CITY HALL | PUBLIC LIBRARY

SIGN TYPE: **Ac-6x**  
SECONDARY BUILDING IDENTITY  
GLASS/WALL MOUNTED LETTERS  
FONT: CENTURY GOTHIC

MATERIALS  
3 1/2 inch tall, 1/2 inch deep flat cut-out (FCO)  
letters applied to glass at right side of entry via  
adhesive as required

Letter face to match light natural finish from  
project color palette; letter returns and backs to  
be dark grey

CONSTRUCTION  
Baseline of copy to be mounted 6 feet above  
ground surface, and 4 inches from left window  
edge/mullion

ILLUMINATION  
Sign is non-illuminated or indirectly illuminated

NOTES  
Elevation shown is typical, and may need to be  
adjusted (stacked) depending on specific location

SIGN TYPE: **Ac-7x**  
CITY HALL & PUBLIC LIBRARY  
BUILDING INFORMATION  
FONT: CENTURY GOTHIC

MATERIALS  
City of Goodyear logo, symbols, and information  
copy to be white or frosted vinyl applied first  
surface to glass at right side of enty

Information copy to have a cap height of 5/8 inch

Top of logo to be 5 feet above ground surface,  
and 4 inches from left window edge/mullion



Ac-6x.1: CITY HALL IDENTITY  
Scale: 1 1/2"=1'-0"



SIDE VIEW



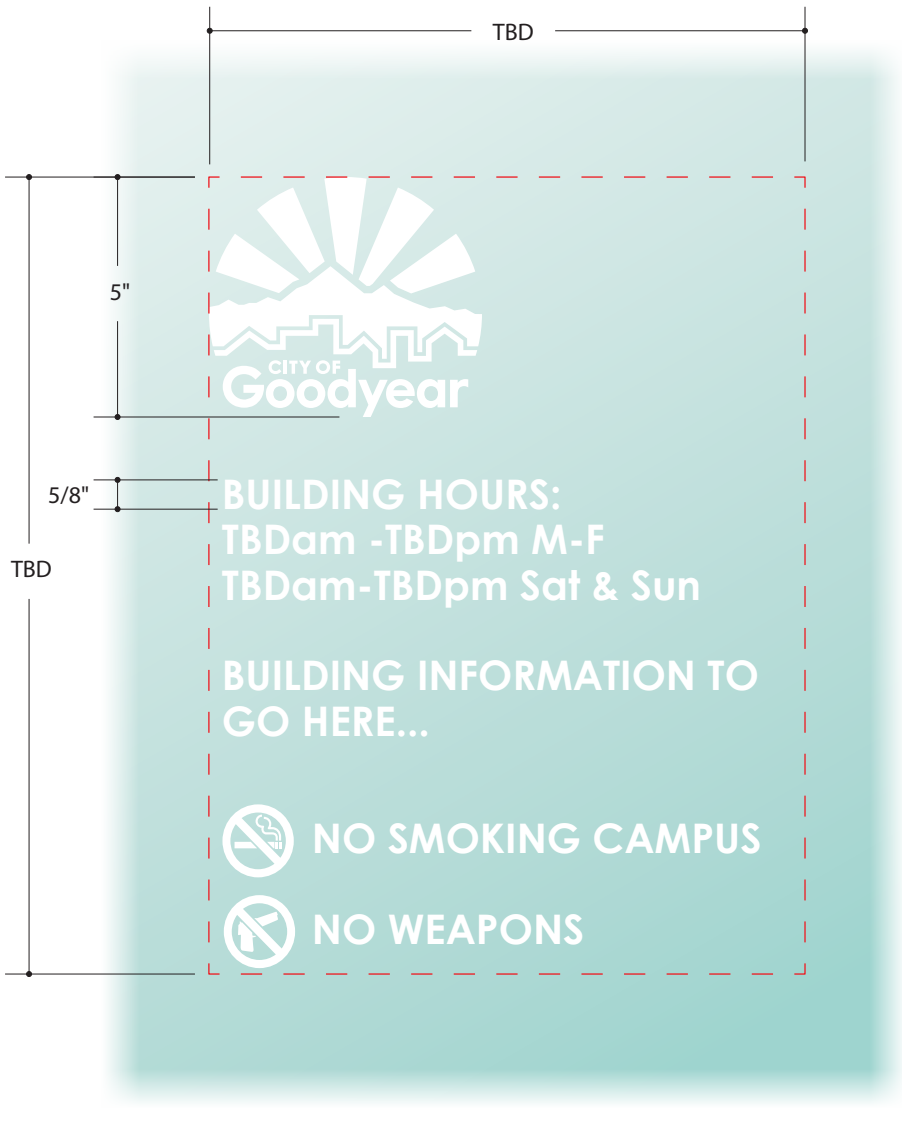
Ac-6x.2: PUBLIC LIBRARY IDENTITY  
Scale: 1 1/2"=1'-0"



SIDE VIEW



Ac-6x & Ac-7x : SECONDARY BUILDING IDENTITY & BUILDING INFORMATION  
Scale: 1/2"=1'-0"



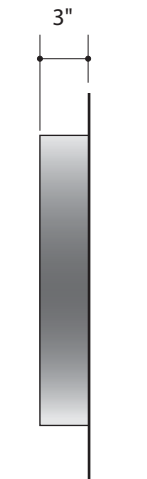
Ac-7x: BUILDING INFORMATION  
Scale: 3"=1'-0"



**Ac-8xa & Ac-7x : SECONDARY BUILDING IDENTITY & BUILDING INFORMATION**  
Scale: 1/8"=1'-0"



**Ac-8xa & Ao-8xa: BUILDING ADDRESSING**  
Scale: 1"=1'-0"



SIDE VIEW

SIGN TYPE: **Ac-8xa**  
BUILDING ADDRESSING  
CITY HALL | PUBLIC LIBRARY

SIGN TYPE: **Ao-8xa**  
BUILDING ADDRESSING  
OFFICE  
FONT: CENTURY GOTHIC BOLD

MATERIALS  
18 inch tall, 3 inch deep dimensional metal numerals - color to contrast with background on which it is placed (to be pulled from building specific architectural palette)

CONSTRUCTION  
Numerals attached to wall surface as required

Locations to be on the upper portion of buildings, free of opbstruction, to allow optimal visibility for first responders

ILLUMINATION  
Signs to either be non-illuminted or halo illuminated

NOTES  
Elevation shown is typical - final locations to be approved on a building by building basis

SIGN TYPE: **Ao-7x**  
SIGN TYPE: **Ac-8x**  
SIGN TYPE: **Ao-8x**

BUILDING INFORMATION | BUILDING ADDRESSING (AT DOOR)

SIGN TYPE: **Ao-7x**  
OFFICE BUILDING INFORMATION  
FONT: CENTURY GOTHIC

MATERIALS  
Symbols and information copy to be white or frosted vinyl applied first surface to glass at right side of entry

Information copy to have a cap height of 5/8 inch

Top of copy to be 5 feet above ground surface, and 4 inches from left window edge/mullion

NOTES  
Elevation shown is typical and may change per any specific entry location

SIGN TYPE: **Ac-8x & Ao-8x**  
BUILDING ADDRESSING (AT DOOR)  
FONT: CENTURY GOTHIC

MATERIALS  
6 inch tall, 1/2 inch deep flat cut-out (FCO) letters - to match light natural finish from project color palette; letter returns and backs to be dark grey

All signs to be centered vertically and horizontally in the designated space above doorway

CONSTRUCTION  
Letters applied to glass above entry via adhesive as required

ILLUMINATION  
Sign is non-illuminated or indirectly illuminated

NOTES  
Elevation shown is typical and may change per any specific entry location

1500

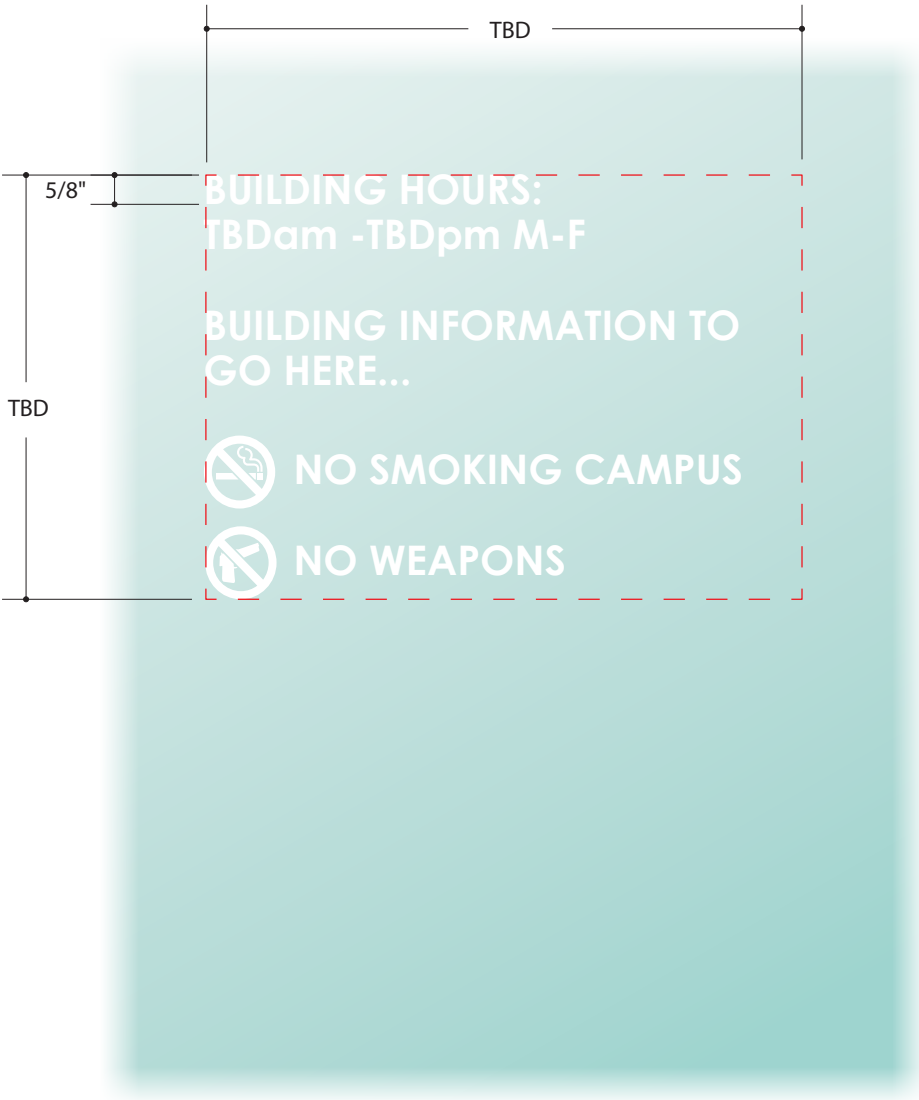


**Ac-8x/Ao-8x: BUILDING ADDRESSING (AT DOOR)**  
Scale: 1 1/2"=1'-0"

SIDE VIEW



**Ao-7x & Ac-8x/Ao-8x: OFFICE BUILDING INFORMATION & BUILDING ADDRESSING**  
Scale: 1/2"=1'-0"



**Ao-7x: OFFICE BUILDING INFORMATION**  
Scale: 3"=1'-0"

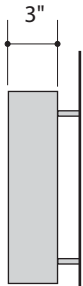


HALO ILLUMINATION

SIGN TYPE: **Ao-11X**  
OFFICE BUILDING TENANT IDENTIFICATION



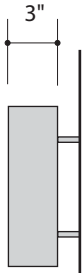
**Ao-11x.1:** TENANT IDENTIFICATION - UPPER LEVEL  
Scale: 1"=1'-0"



SIDE VIEW



**Ao-11x.2:** TENANT IDENTIFICATION - FIRST LEVEL  
Scale: 1"=1'-0"



SIDE VIEW

SIGN TYPE: **Ao-11x**  
OFFICE BUILDING TENANT IDENTIFICATION  
FONT: PER TENANT STANDARDS

MATERIALS  
Reverse pan-channel silver metal letter  
construction with 3 inch returns

Sign face and return color to contrast with  
background on which it is placed - colors to be  
pulled from building specific architectural palette

CONSTRUCTION  
Letters | Logo to be pin mounted 1 1/2 inch off of  
wall surface to provide for halo illumination (via  
LED)

Upper level signage (Ao-11x.1) to be a 12 inch  
maximum cap height;  
First level signage (Ao-11x.2) to be a 10 inch  
maximum cap height

ILLUMINATION  
Halo illumination (LED)

NOTES  
Elevation shown is typical - final locations to be  
approved on a building by building basis

All signs to be centered vertically and horizontally  
in the designated architectural space provided.

*12" Letter or Logo ideal visible distance:  
120 feet; maximum visible distance: 500 feet*

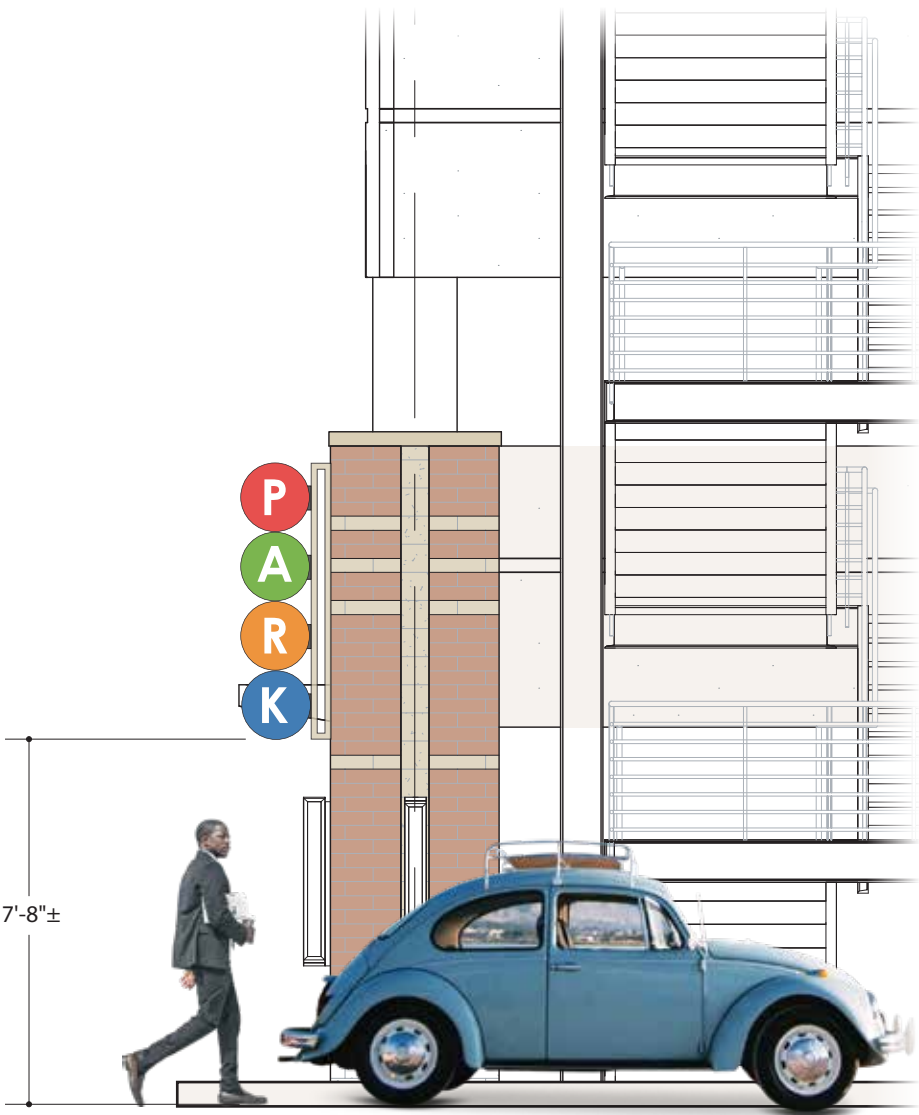
*10" Letter or Logo ideal visible distance:  
100 feet; maximum visible distance: 450 feet*



**Ao-11x & Ao-11x.2 :** OFFICE BUILDING TENANT IDENTIFICATION  
SINGLE LINE | LOGO  
Scale: 1/8"=1'-0"

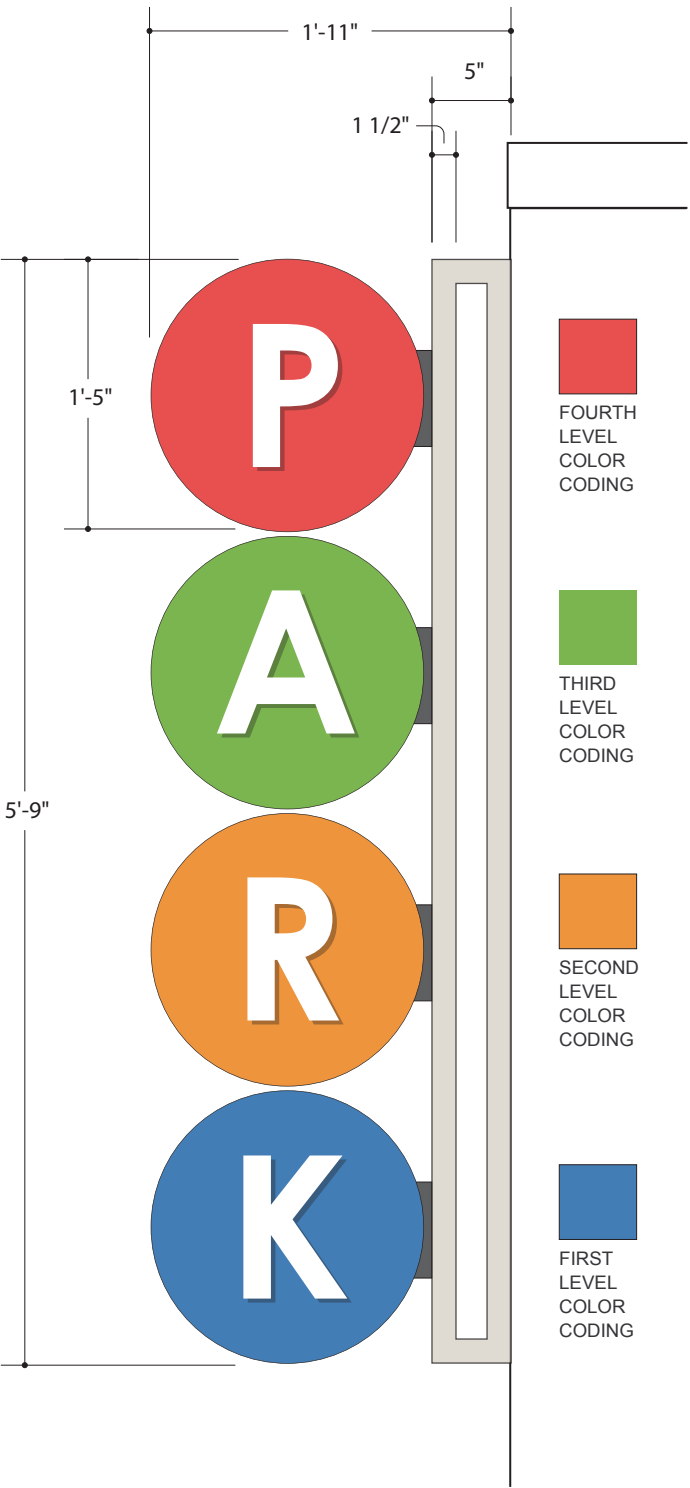


**Ao-11x & Ao-11x.2 :** OFFICE BUILDING TENANT IDENTIFICATION  
DOUBLE LINE OR LOGO  
Scale: 1/8"=1'-0"



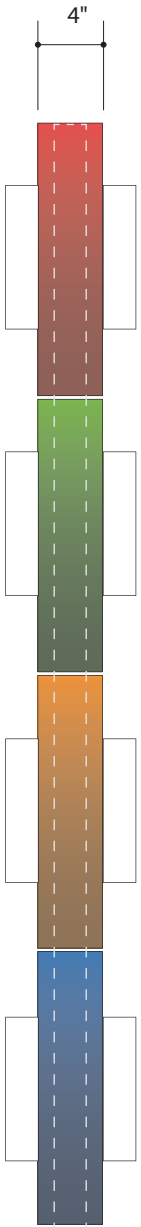
Ag-4x: PARKING GARAGE IDENTITY

Scale: 1/4"=1'-0"



Ag-4x: PARKING GARAGE IDENTITY

Scale: 1"=1'-0"



SIDE VIEW

SIGN TYPE: **Ag-4x**  
PARKING GARAGE IDENTITY  
FONT: CENTURY GOTHIC BOLD

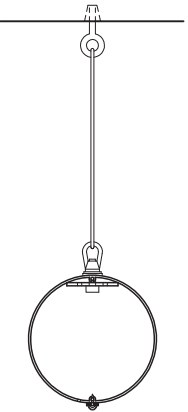
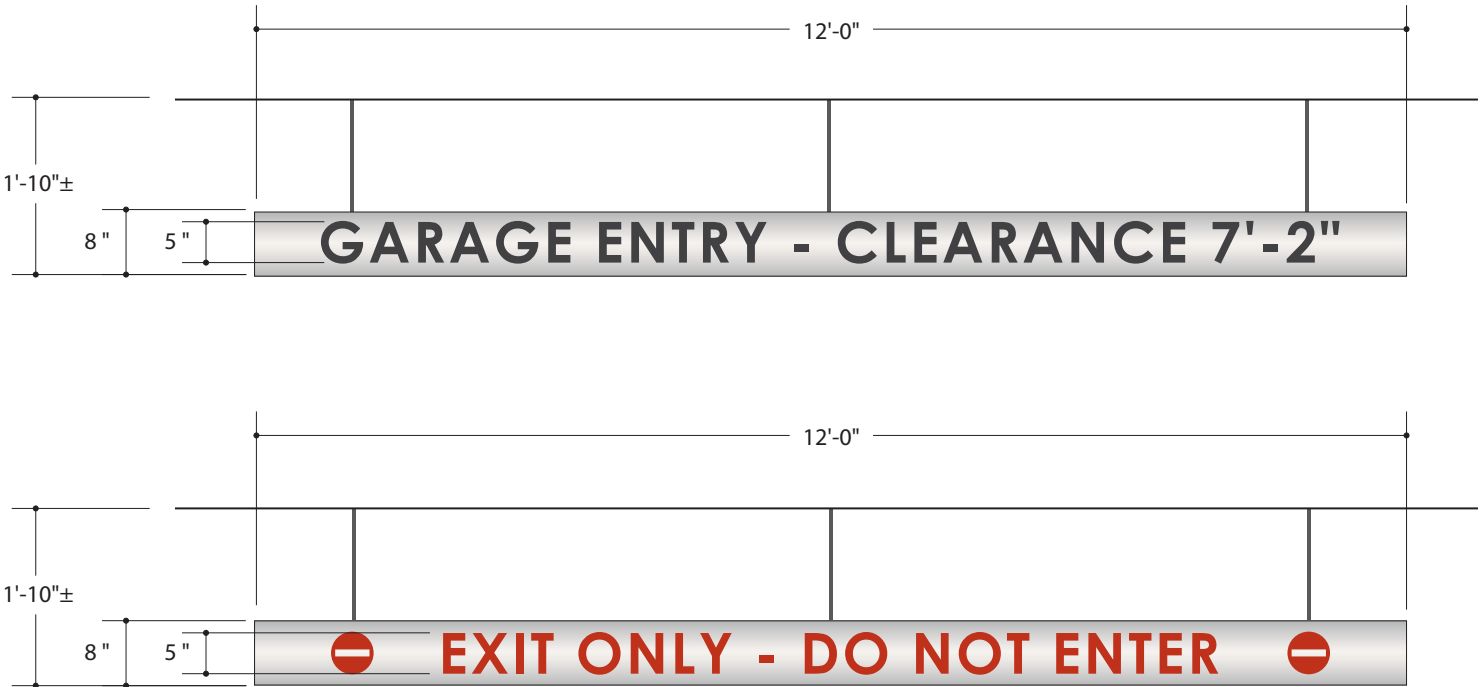
MATERIALS  
4 inch deep internally illuminated light box cylinders with 2" deep FCO white plex (or pan channel) letters attached to face as required

CONSTRUCTION  
Paint prefinished metal tube support structure anchored to masonry column as required, avoiding all light structures - color to match light/neutral masonry block for consistency

Plex cylinders attached to metal support structure as required

ILLUMINATION  
Internal illumination (LED)

NOTES  
Elevation shown is typical - final locations to be approved based on individual garage entry



SIDE VIEW

Ag-11x: PARKING GARAGE CLEARANCE  
Scale: 1/2"=1'-0"

SIGN TYPE: **Ag-11x**  
PARKING GARAGE CLEARANCE  
FONT: CENTURY GOTHIC BOLD

MATERIALS | CONSTRUCTION  
8 inch by 12 foot long extruded prefinished metal tube with weep holes and 1/8" metal end cap (each end)

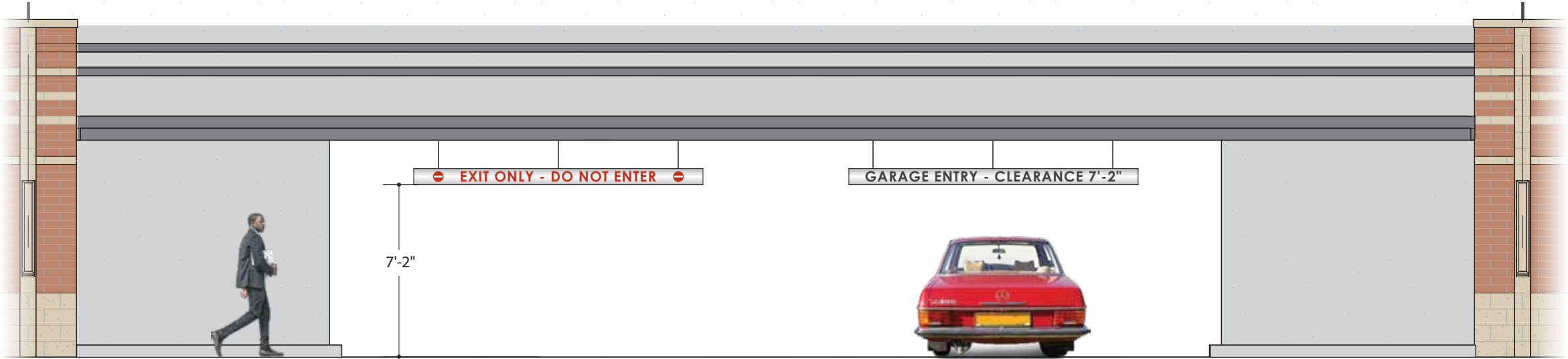
Stainless steel cable supports as required

Scotchlite reflective vinyl letters and symbols over metal tube

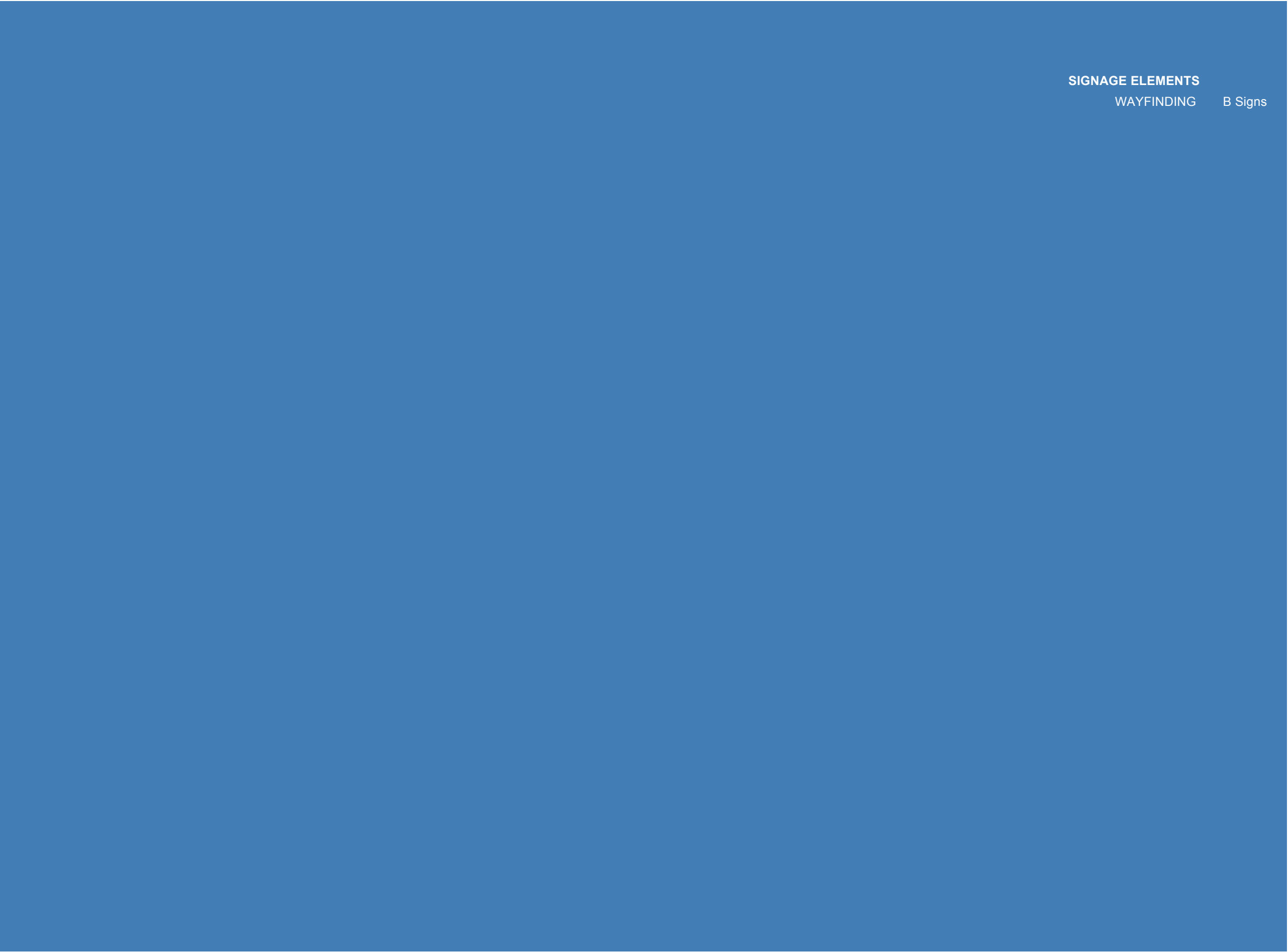
ILLUMINATION  
Signs are non-illuminated

NOTES  
Elevation shown is typical - final locations to be approved based on individual garage entry/exit

Attachment locations to be determined via final garage plan review and field verification

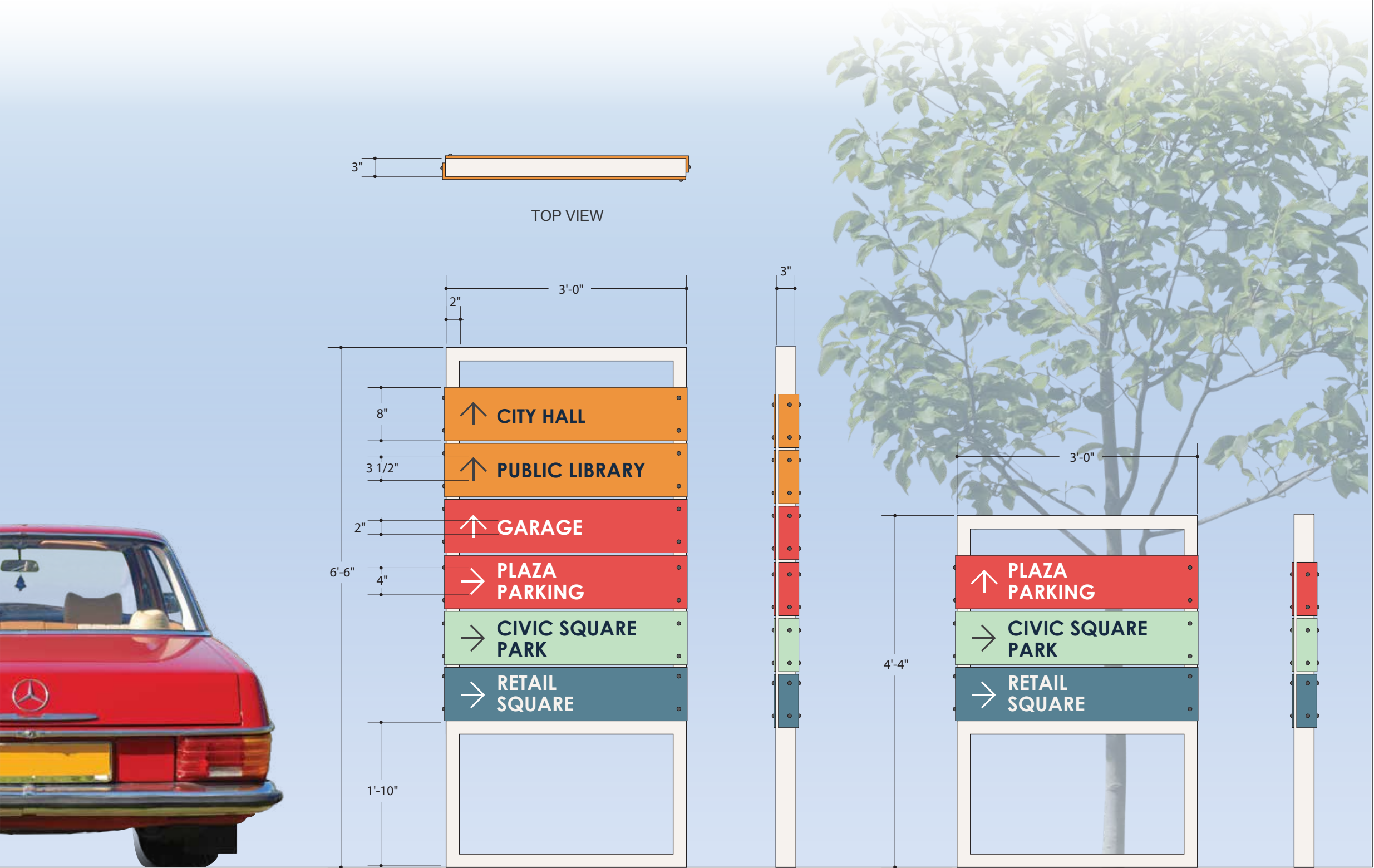


Ag-11x: PARKING GARAGE CLEARANCE  
Scale: 3/16"=1'-0"



SIGNAGE ELEMENTS  
WAYFINDING      B Signs

SECTION 005.2  
005.2.1 thru 005.2.4



B-1: PRIMARY VEHICULAR DIRECTIONAL  
Scale: 3/4"=1'-0"

SIDE VIEW

B-2: SECONDARY VEHICULAR DIRECTIONAL  
Scale: 3/4"=1'-0"

SIDE VIEW

SIGN TYPE: B-1 & B-2  
VEHICULAR DIRECTIONALS  
LOCATION: VEHICULAR DECISION POINTS  
FONT: CENTURY GOTHIC BOLD

MATERIALS  
Paint prefinished metal sign structure - finish to match light natural finish from project color palette

CONSTRUCTION  
Breakformed metal panels color coded for various destinations - colors used to be from project color standards - color designation for areas TBD

Panels to break around structure on left side and anchor to edge - right side to anchor through panel face - sign to be single or double sided

Copy and arrows to be applied vinyl that contrasts with background color (use of reflective vinyl TBD)

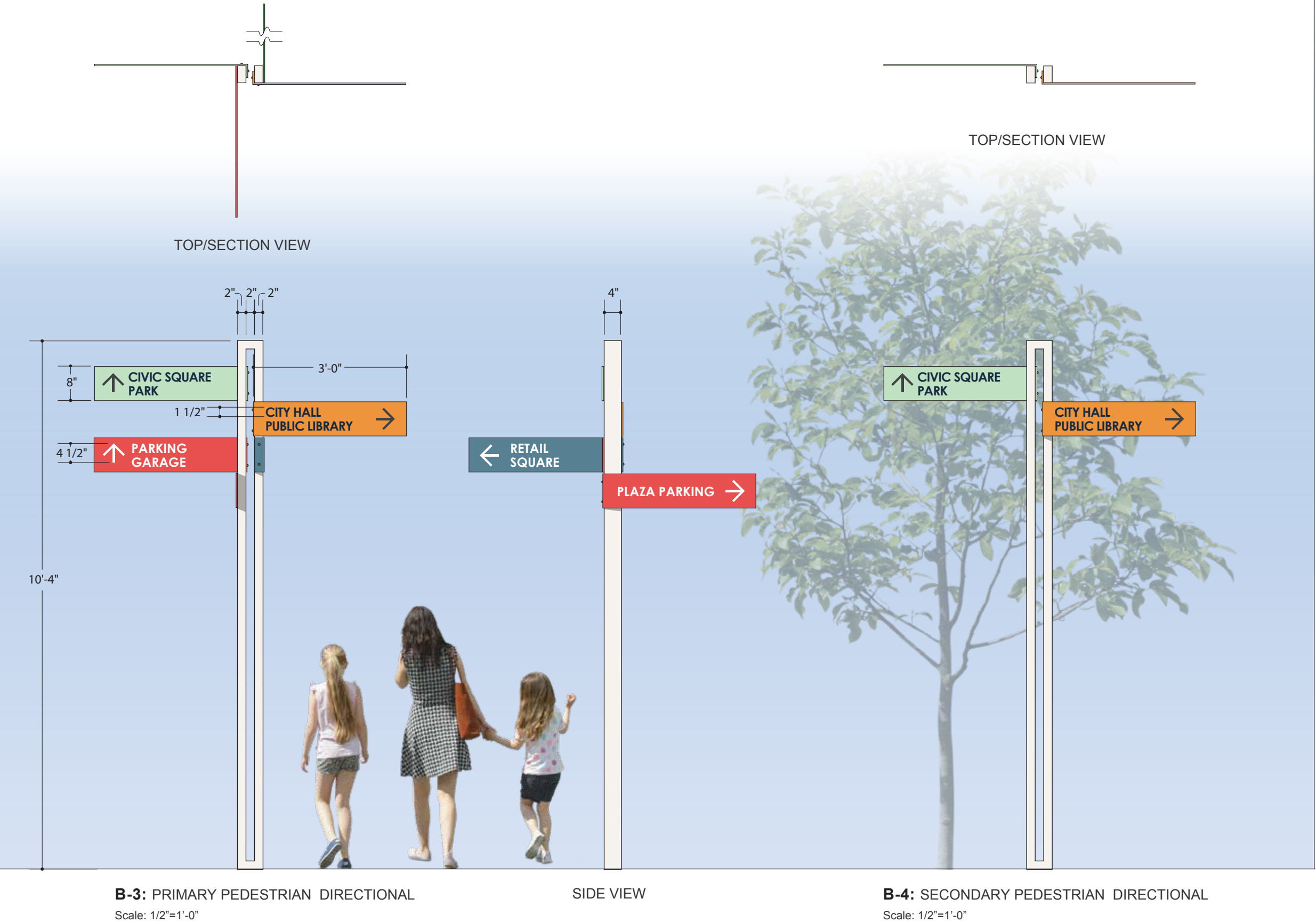
Elevations shown are typical - final messaging dependent on determined destination nomenclature (copy height and layout may change based on messaging)

Sign footings/anchoring as required by specific location and hardscape conditions

ILLUMINATION  
Signs are non-illuminated

NOTES  
Two (2) size options are available based on messaging needs

If determined that any sign is located in an area with inadequate ambient or indirect illumination at night, all signs shall utilize reflective vinyl to display information (method TBD)



**SIGN TYPE: B-3 & B-4**  
PEDESTRIAN DIRECTIONALS  
LOCATION: PEDESTRIAN DECISION POINTS  
FONT: CENTURY GOTHIC BOLD

**MATERIALS**  
Custom paint prefinished metal sign structure - finish to match light natural finish from project color palette

**CONSTRUCTION**  
Breakformed metal panels color coded for various destinations - colors used to be from project color standards - color designation for areas TBD

Panels to wrap/break on left side and anchor into the sign post structure - panel messaging to be single or double sided

Copy and arrows to be applied vinyl that contrasts with background color

Elevations shown are typical - final messaging dependent on determined destination nomenclature (copy height and layout may change based on messaging)

Sign footings/anchoring as required by specific location and hardscape conditions

**ILLUMINATION**  
Signs are non-illuminated

**NOTES**  
Two (2) options are available based on messaging needs

If determined that any sign is located in an area with inadequate ambient or indirect illumination at night, all signs shall utilize reflective vinyl to display information (method TBD)

City of Goodyear to provide locations for park area only



LIGHT BOX EXAMPLE - NIGHT VIEW

SIGN TYPE: B-5  
SITE DIRECTORY  
LOCATION: KEY PEDESTRIAN AREAS

MATERIALS  
Paint prefinished metal constructed monument sign with up to five (5) tenant panels - painted project black

CONSTRUCTION  
Seamless light box identification cabinet at top with 1/2 inch deep flat cut-out (FCO) metal/plex identification, and City of Goodyear logo, flush mounted to face - font is Century Gothic Bold

Routed paint prefinished metal side panels with 1/4 inch push-thru white plex GOODYEAR copy - font is Arial Bold

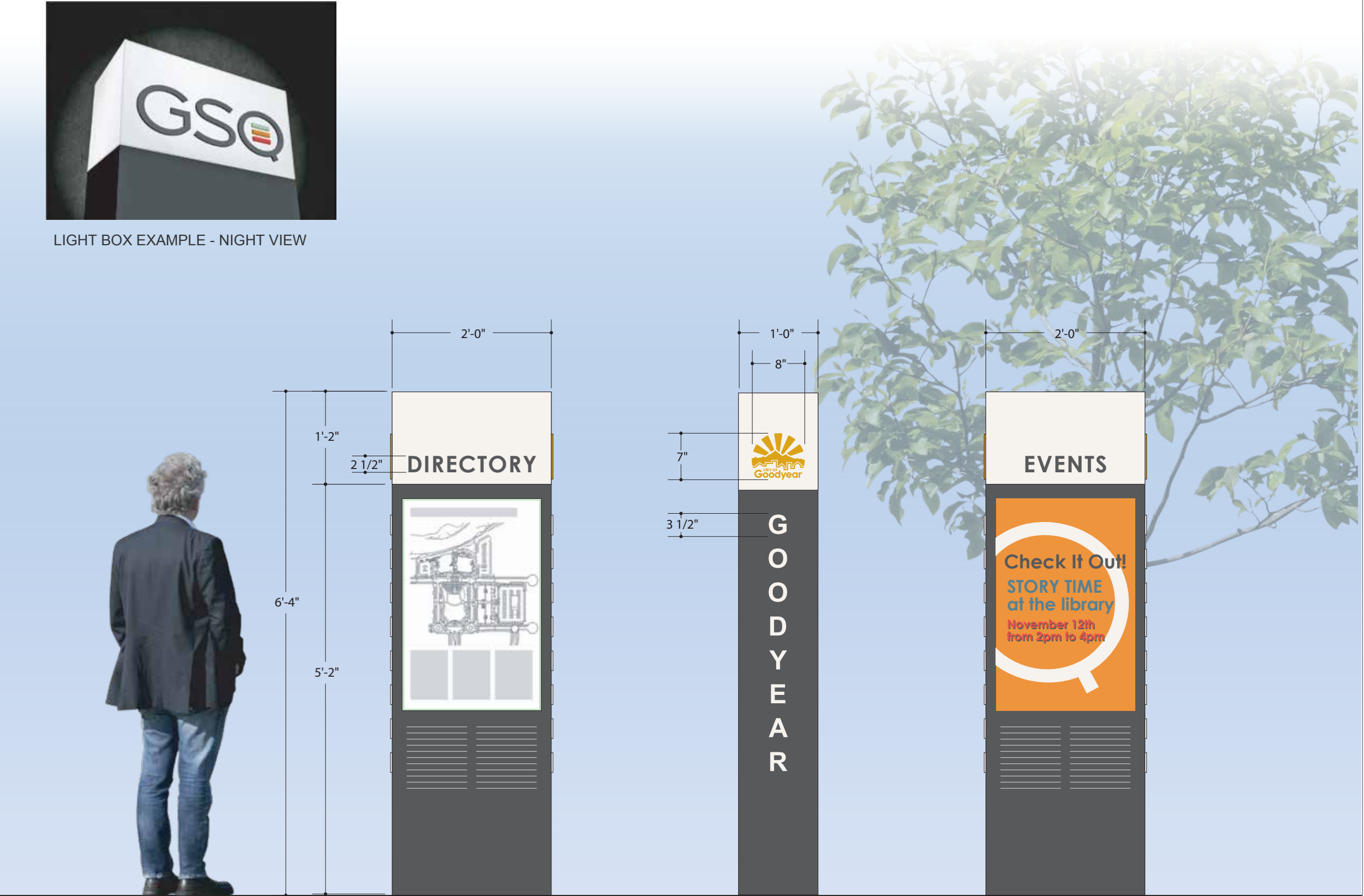
Directory to be a digital display - style, function, and size to be determined upon unit selection (display type and manufacturer to be selected by City of Goodyear and/or client)

Back of sign, currently noted as EVENTS to either be digital display or standard hinge cabinet to allow for event postings (TBD)

Sign footings/anchoring as required by specific location and hardscape conditions

ILLUMINATION  
Internally illuminated (LED)

NOTES  
Sign structure to have sufficient ventilation to house digital display(s) - per selected display manufacturer specifications



B-5: SITE DIRECTORY  
Scale: 3/4"=1'-0"

FRONT VIEW

SIDE VIEW (BOTH)

REAR VIEW



LIGHT BOX EXAMPLE - NIGHT VIEW

SIGN TYPE: **Bo-6 & Bo-7**  
OFFICE BUILDING DIRECTORY  
LOCATION: OFFICE DRIVES & PARKING  
AREAS INTERIOR OF PROJECT

MATERIALS  
Paint prefinished metal constructed monument  
sign with up to four (4) tenant panels - painted  
project black

CONSTRUCTION  
Seamless light box identification cabinet at top  
with 1/4 inch deep flat cut-out (FCO) metal/plex  
identification flush mounted to face - colors to  
match GEN1 project standard color palette

Routed paint prefinished metal tenant panels with  
1/4 inch push-thru white plex logo/copy -  
design/layout per tenants brand/corporate  
standards

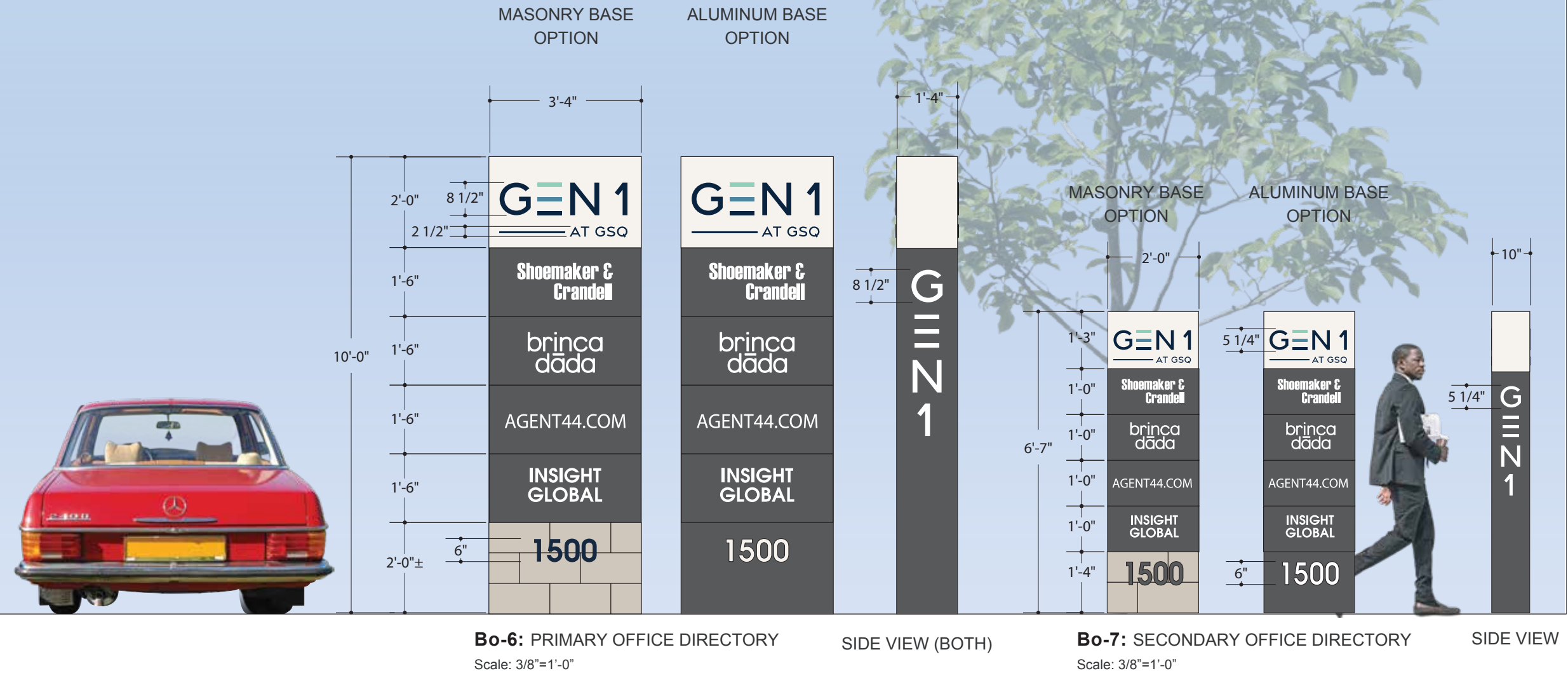
Routed aluminum side panels with 1/4 inch  
push-thru white plex GEN1 identification  
vertically oriented

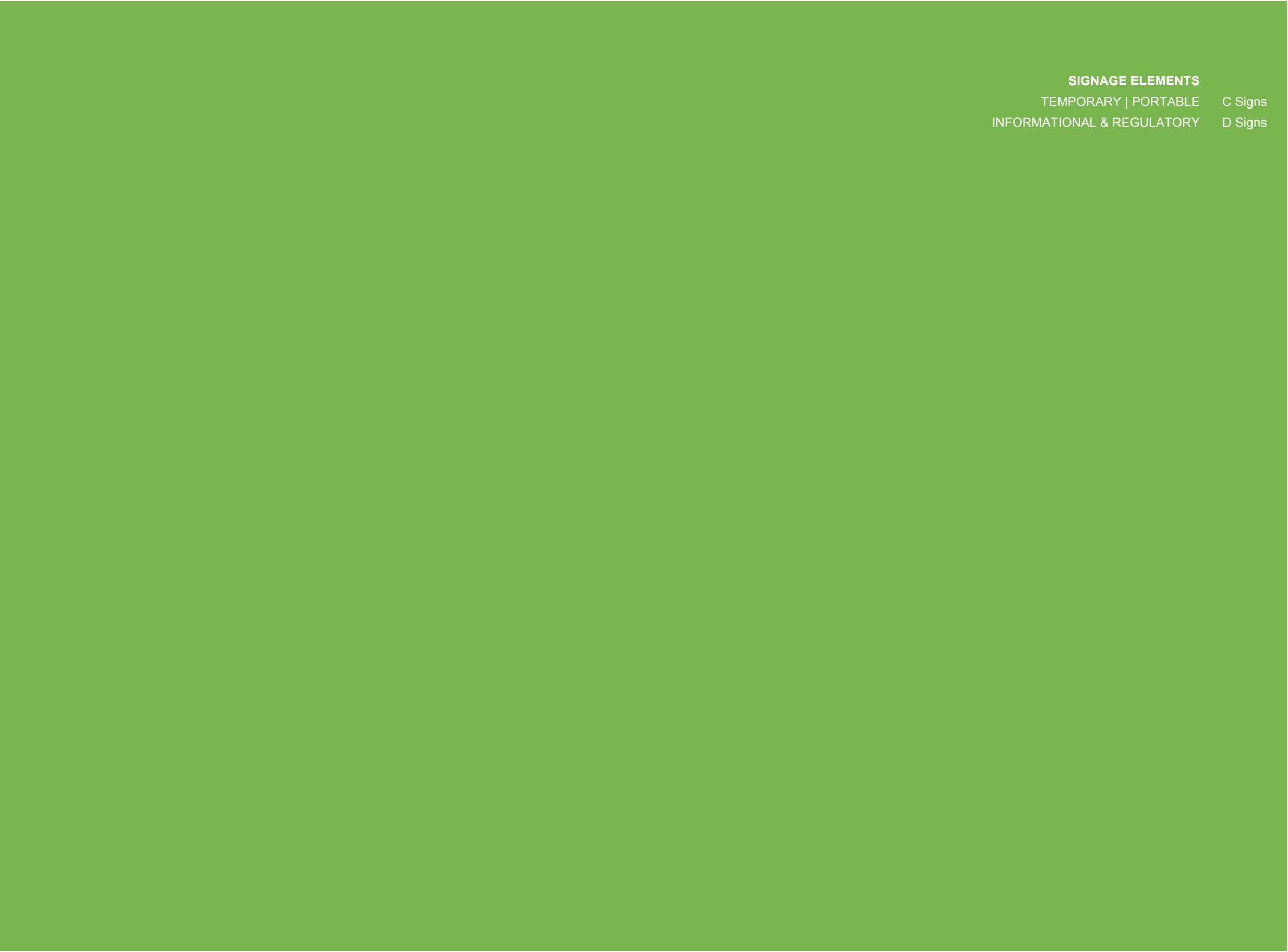
Sign footing as required through engineering

ILLUMINATION  
Internally illuminated (LED)

NOTES  
Two (2) base options available - one to match  
architectural materials; one to be aluminum to  
match sign structure

All sign elements to be located out of any site  
visibility triangle





SIGNAGE ELEMENTS  
TEMPORARY | PORTABLE C Signs  
INFORMATIONAL & REGULATORY D Signs

SECTION 005.3  
005.3.1  
005.3.1 thru 005.3.5

SIGN TYPE: Cx-1  
TEMPORARY | PORTABLE

SIGN TYPE: D-1  
PARK RULES

SIGN TYPE: Cx-1  
TEMPORARY DIRECTIONAL |  
FREESTANDING SIGN  
LOCATION: AS NEEDED  
FONT: CENTURY GOTHIC BOLD

MATERIALS | CONSTRUCTION  
Custom 2 inch tube paint prefinished metal base  
structure - finish to match light natural finish from  
project color palette

Directional or specialized panels to be inserted  
into metal base (panel material TBD) with applied  
vinyl or digitally printed information

City of Goodyear logo applied to bottom of panel  
and is to appear centered in base structure  
opening - logo to be white reflective vinyl

ILLUMINATION  
Signs are non-illuminated

NOTES  
Two (2) size options are available based on  
double or single messaging needs -  
custom panels may be created for specific events

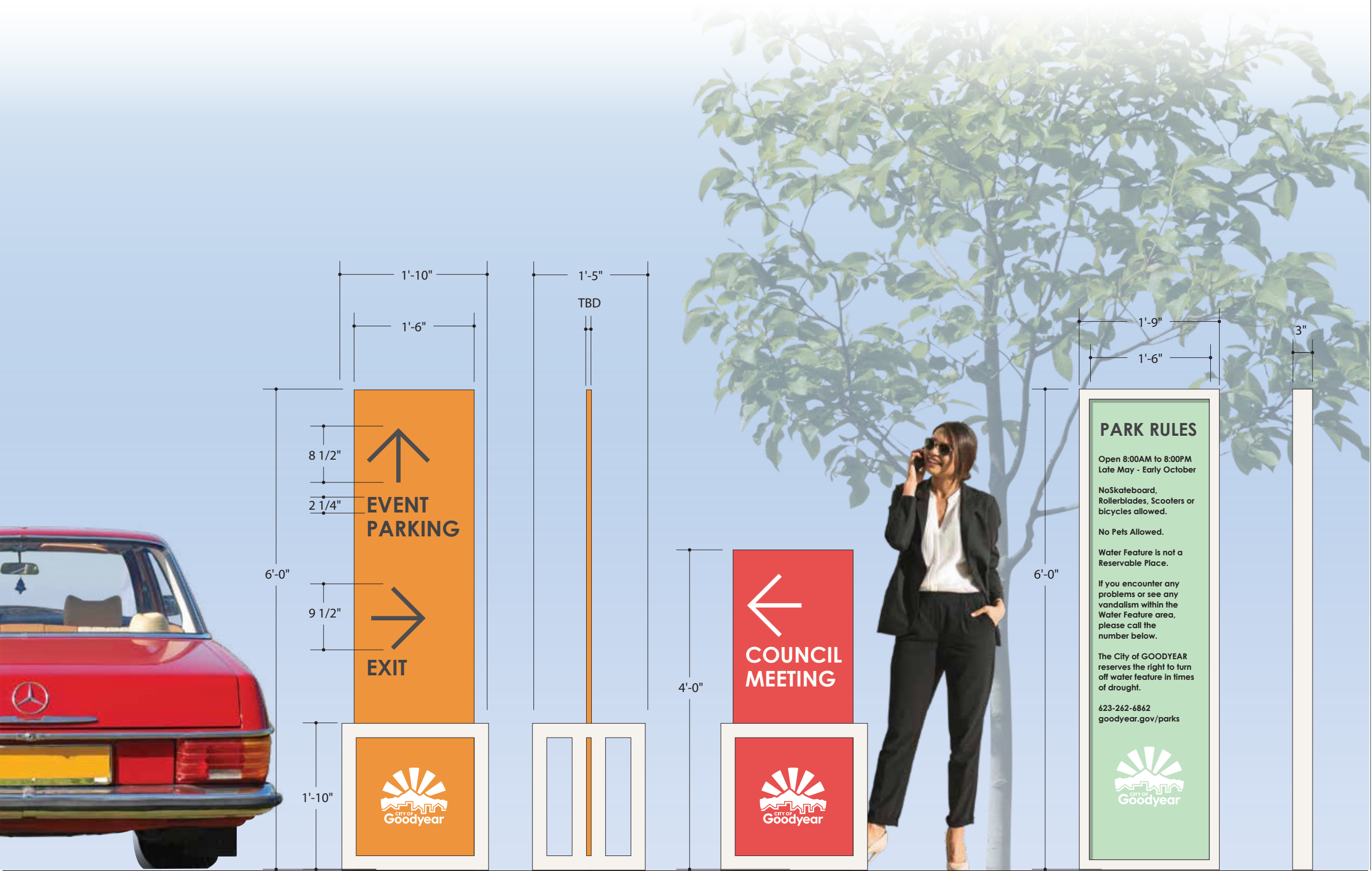
SIGN TYPE: D-1  
PARK RULES  
LOCATION: AT PARK ENTRIES  
FONT: CENTURY GOTHIC BOLD

MATERIALS | CONSTRUCTION  
Custom 1 1/2 inch tube aluminum sign structure -  
finish to match architectural palette and/or other  
project signage - information panel to be inset  
into structure

Current copy is a placeholder - final copy size  
and layout to be finalized when content is  
provided

ILLUMINATION  
Sign is non-illuminated

CONSTRUCTION  
● THINKING CAPS DESIGN ● VISUAL COMMUNICATIONS INC.



Cx-1: TEMPORARY DIRECTIONAL | FREESTANDING SIGN  
Scale: 3/4"=1'-0"

SIDE VIEW

SINGLE DIRECTION

D-1: PARK RULES  
Scale: 3/4"=1'-0"

SIDE VIEW

SIGN TYPE: D-2  
REGULATORY SIGNS  
LOCATION: AS NEEDED (BY OTHERS)

MATERIALS | CONSTRUCTION  
Custom paint prefinished metal sign structure -  
finish to match light natural finish from project  
color palette

Panels applied to custom structure as required

Sign footings/anchoring as required by specific  
location and hardscape conditions

ILLUMINATION  
Signs are non-illuminated

NOTES  
Panels shown are for display purposed only -  
final messaging and specifications to be provided  
by the City of Goodyear



D-2: REGULATORY SIGNS  
Scale: 3/4"=1'-0"

SIDE VIEW

REGULATORY EXAMPLES - FINAL MESSAGING AND SPECIFICATIONS  
PROVIDED BY CITY OF GOODYEAR

SIGN TYPE: **D-3**  
CUSTOM UPRIGHT STREET SIGNS  
LOCATION: PROJECT INTERSECTIONS

MATERIALS | CONSTRUCTION  
Custom paint prefinished metal sign structure -  
finish to match light natural finish from project  
color palette

Logo = 6 1/2"  
FONT: CLEARVIEW  
West =2 3/4" ± CAP Height  
Street Name= 4 1/4" ± CAP Height  
WAY= 2"± CAP Height

Panels to wrap/break on left side and anchor into  
the sign post structure - panel messaging to be  
double sided

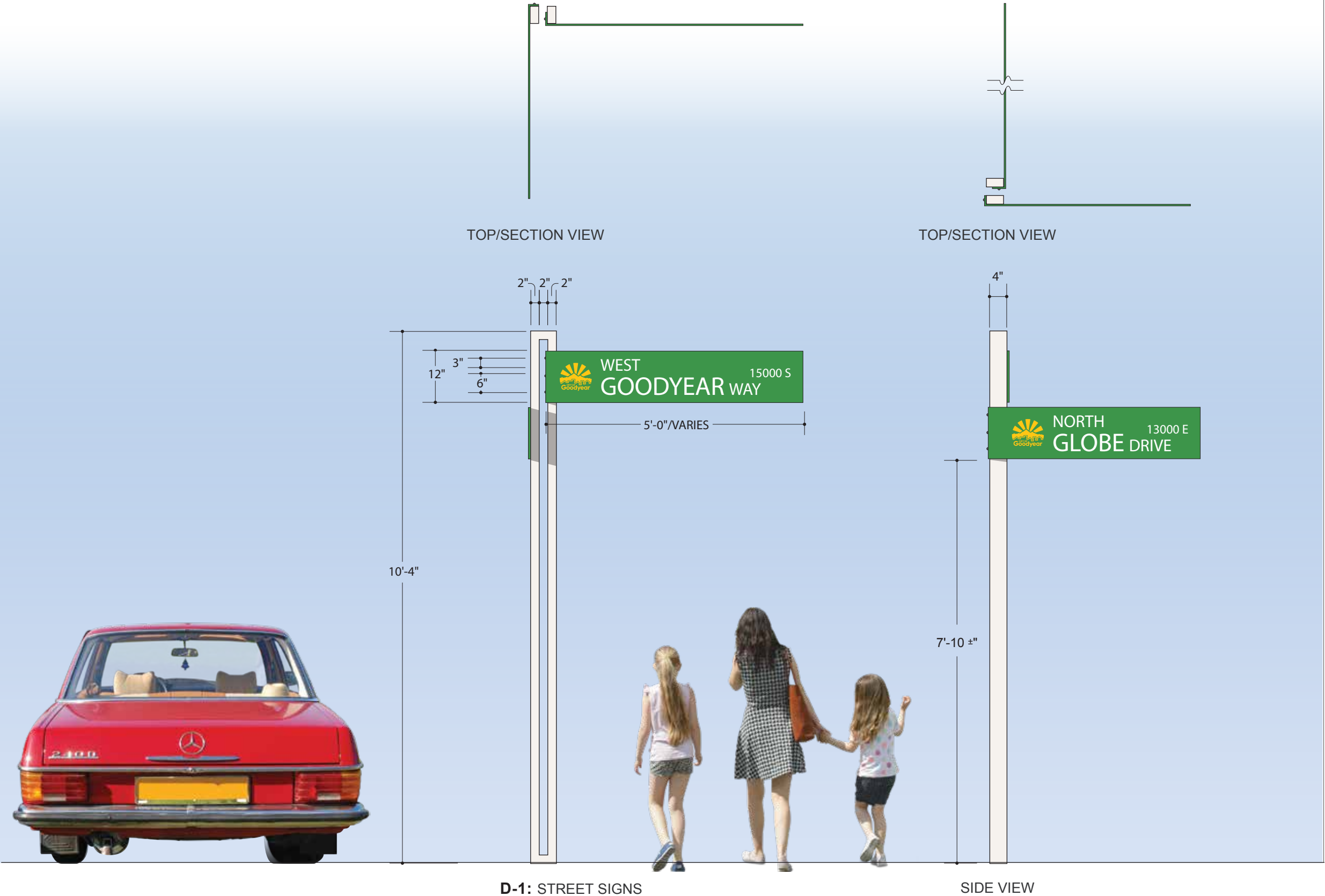
Sign footings/anchoring as required by specific  
location and hardscape conditions

ILLUMINATION  
Signs are non-illuminated

NOTES  
Panels shown are for display purposed only -  
final messaging, color, and layout specifications  
to be provided by the City of Goodyear

If determined that any sign is located in an area  
with inadequate ambient or indirect illumination at  
night, all signs shall utilize reflective vinyl to  
display information (method TBD)

Final locations to be determined by the City of  
Goodyear

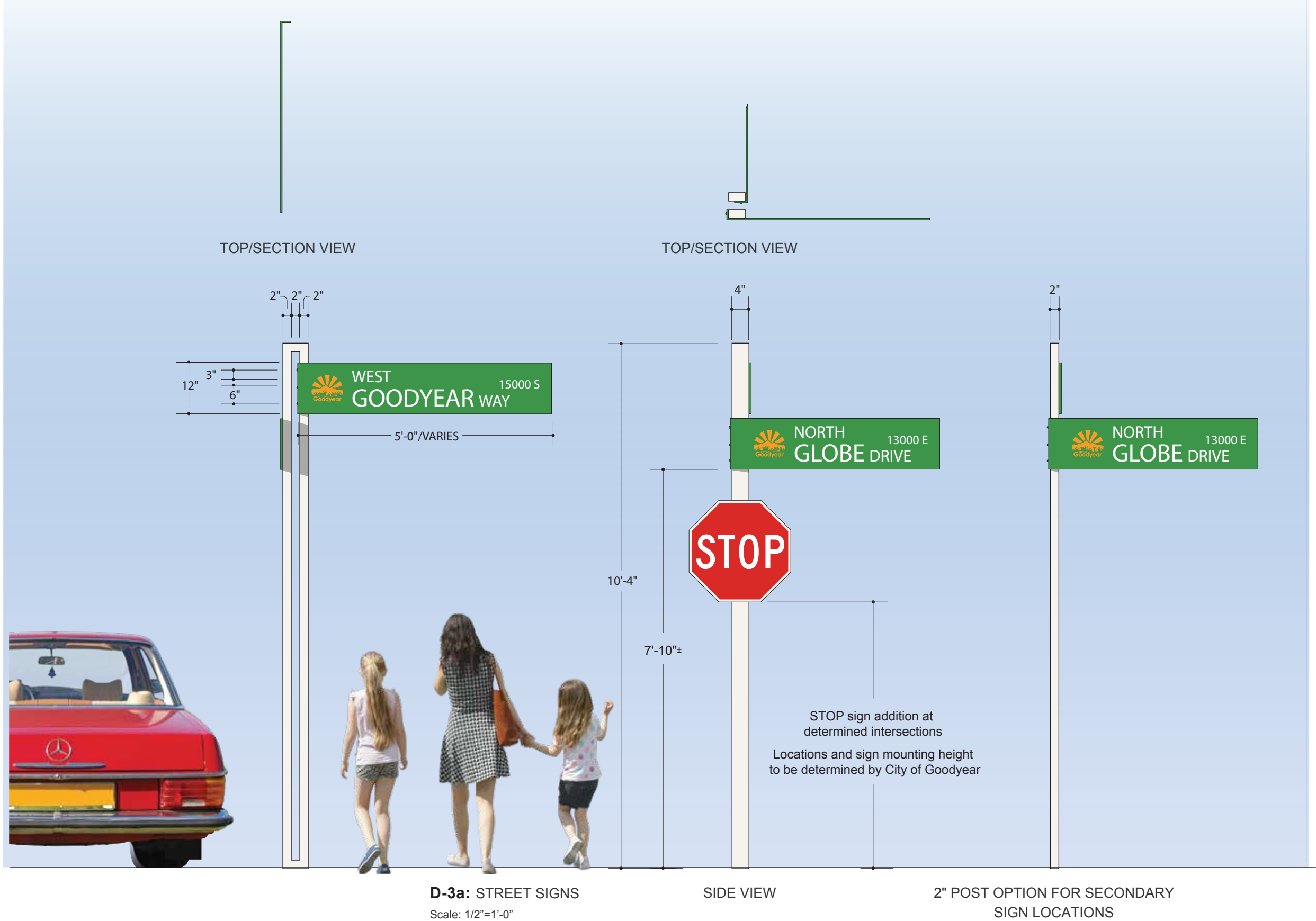


D-1: STREET SIGNS  
Scale: 1/2"=1'-0"

SIDE VIEW

SIGN TYPE: D-3a

STREET SIGN & REGULATORY SIGN COMBINATION



**SIGN TYPE: D-3a**  
CUSTOM UPRIGHT STREET SIGN AND  
REGULATORY SIGN COMBINATION  
LOCATION: PROJECT INTERSECTIONS

**MATERIALS | CONSTRUCTION**  
Custom paint prefinished metal sign structure -  
finish to match light natural finish from project  
color palette

Logo = 6 1/2"  
FONT: CLEARVIEW  
West = 2 3/4" ± CAP Height  
Street Name = 4 1/4" ± CAP Height  
WAY = 2" ± CAP Height

Panels to wrap/break on left side and anchor into  
the sign post structure - panel messaging to be  
double sided

Sign footings/anchoring as required by specific  
location and hardscape conditions

**ILLUMINATION**  
Signs are non-illuminated

**NOTES**  
Panels shown are for display purposed only -  
final messaging, color, and layout specifications  
to be provided by the City of Goodyear

If determined that any sign is located in an area  
with inadequate ambient or indirect illumination  
at night, all signs shall utilize reflective vinyl to  
display information (method TBD)

Final locations to be determined by the City of  
Goodyear

SIGN TYPE: **D-4**  
CUSTOM PLAQUE STREET SIGNS  
LOCATION: PROJECT INTERSECTIONS

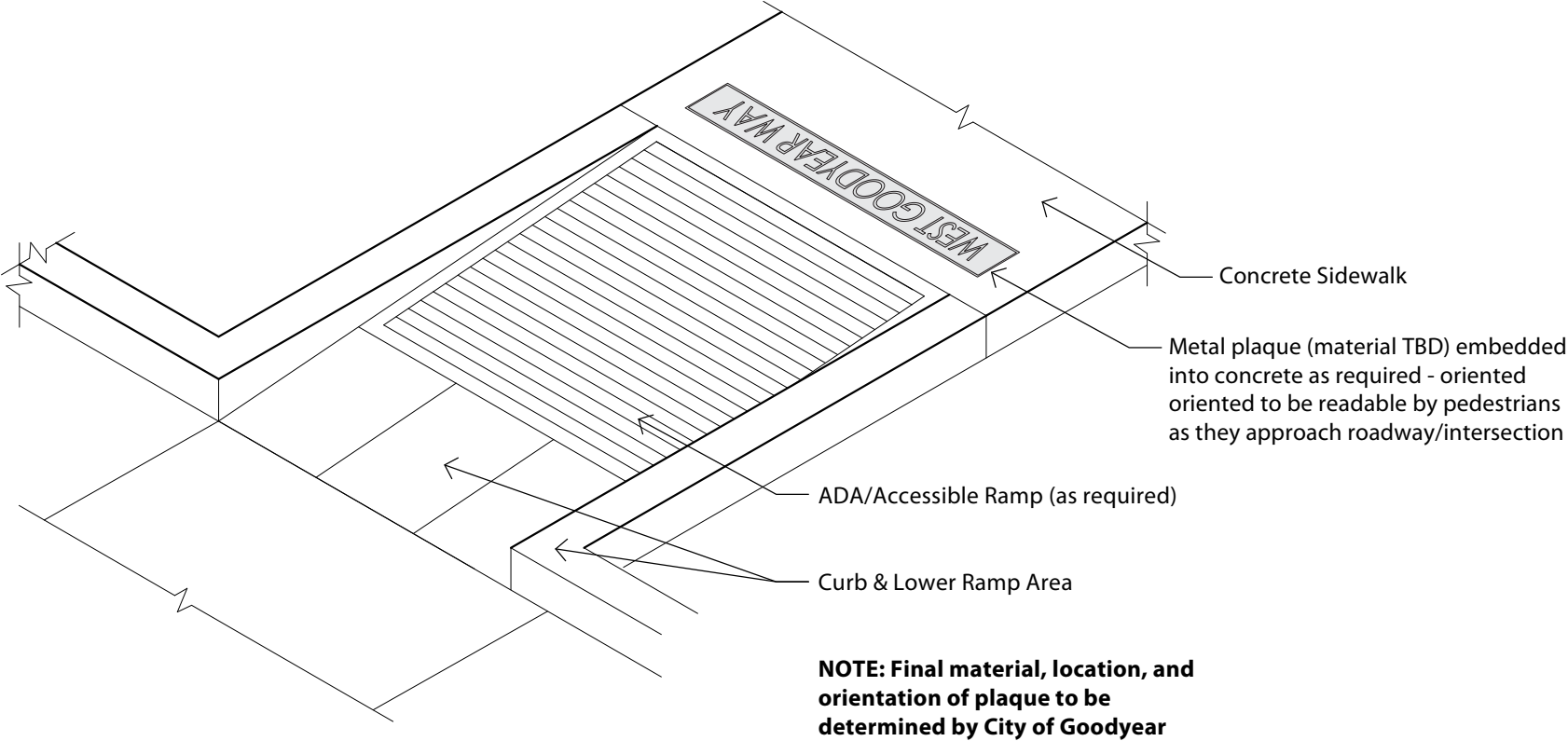
MATERIALS | CONSTRUCTION  
Custom metal etched plaque, embedded into concrete sidewalks as required - material to either be white metal or bronze - to be determined by City of Goodyear

Sign implant/embedding as required by specific location and hardscape conditions - refer to Architectural Drawing Details AD02

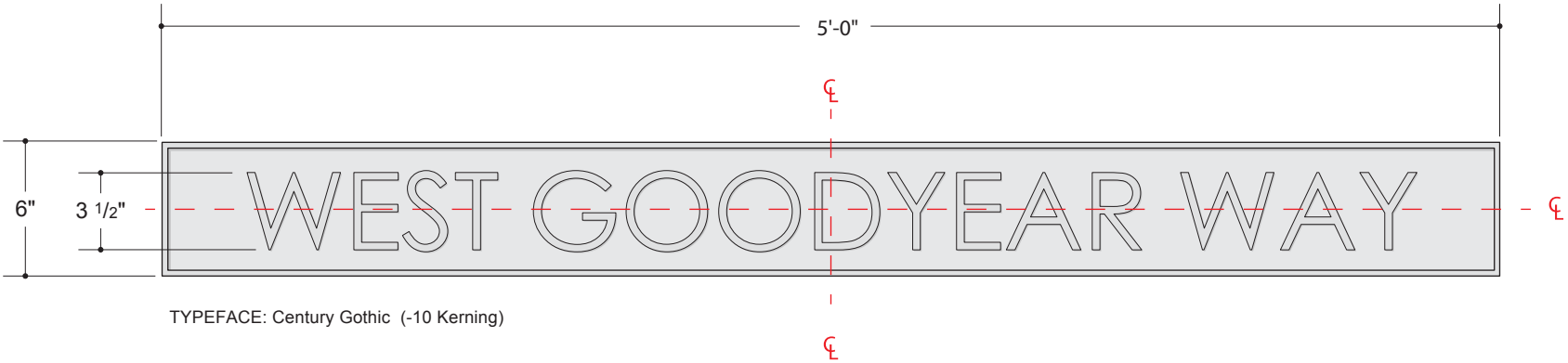
ILLUMINATION  
Signs are non-illuminated

NOTES  
Panels shown are for display purposed only - street name orientation TBD

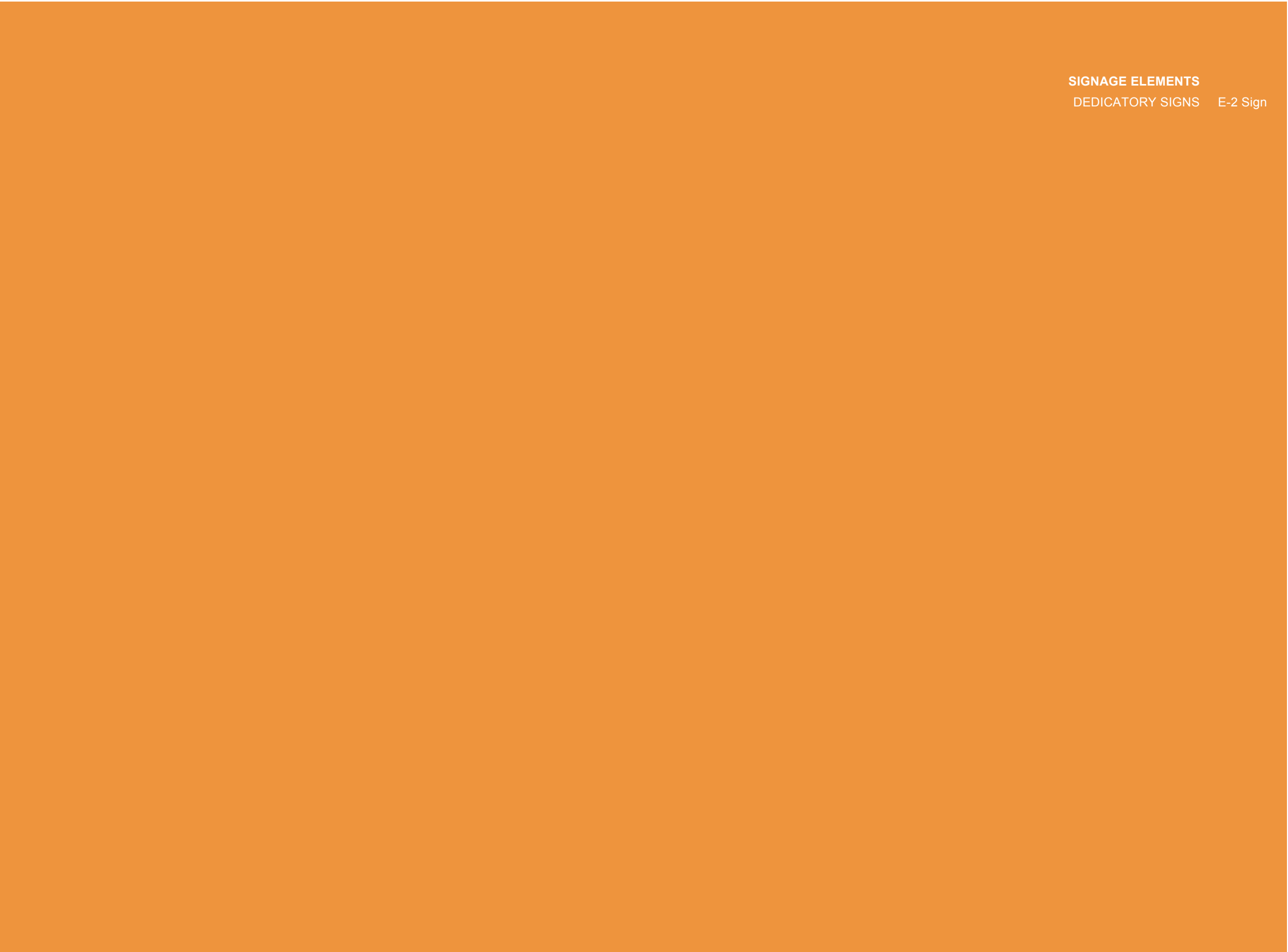
Fabricator/Contractor to test longest Street name to assure 3 1/2" cap height fits within the 5'-0" plaque length



D-4: CUSTOM PLAQUE STREET SIGNS  
Scale: Not to Scale

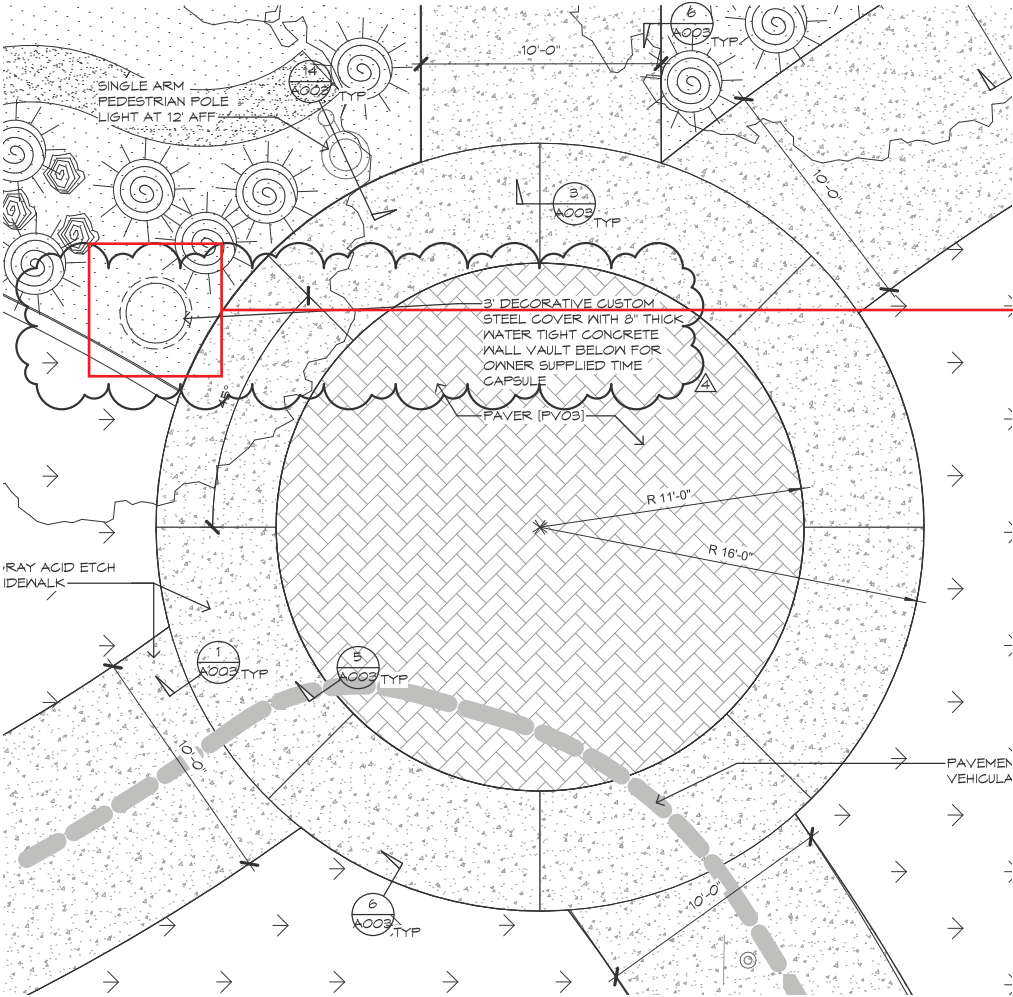


D-4: CUSTOM PLAQUE STREET SIGNS  
Scale: 1/2"=1'-0"



SIGNAGE ELEMENTS  
DEDICATORY SIGNS    E-2 Sign

SECTION 005.4  
005.4.1 thru 005.4.3



E-2: TIME CAPSULE - PROPOSED LOCATION  
Scale: 1/8"=1'-0"



E-2: TIME CAPSULE -  
Scale: 1"=1'-0"

SIGN TYPE: E-2  
TIME CAPSULE

MATERIALS  
White Metal Plaque

CONSTRUCTION  
Manhole cover etched and paint filled logo and content to be located in park.  
Attachment method tbd.

ILLUMINATION  
No Illumination, relying on ambient lighting in area

NOTES  
Orientation in hardscape to be verified in the field prior to installation  
  
Final Artwork provided by designer.

SIGNTYPE: E-2a

DEDICATION PLAQUE AND STAND

SIGN TYPE: **E-2a**  
TIME CAPSULE STATEMENT

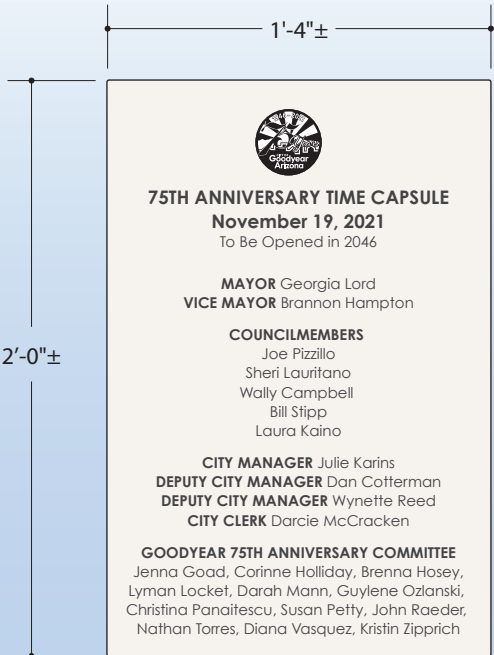
MATERIALS  
Painte Metal Plaque silkscreened content  
affixed to GSQ custom upright

CONSTRUCTION  
Metal Plaque mechanically affixed to structure  
with blind attachments

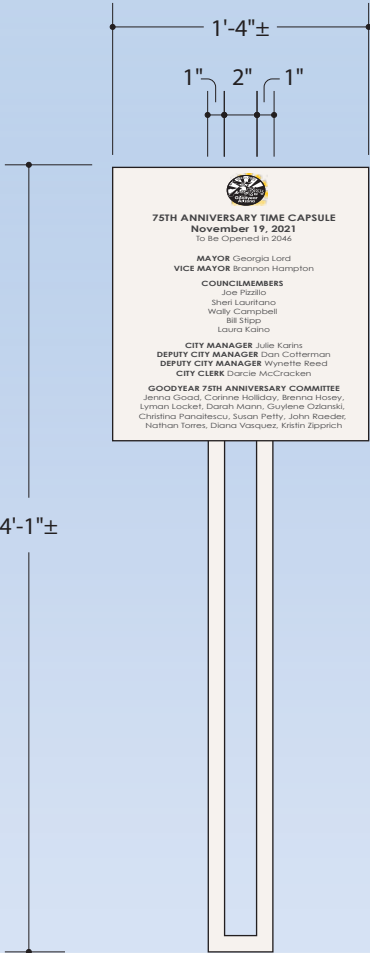
ILLUMINATION  
No Illumination, relaying on ambient ligting  
in area

NOTES  
Artwork to be provided by designer.

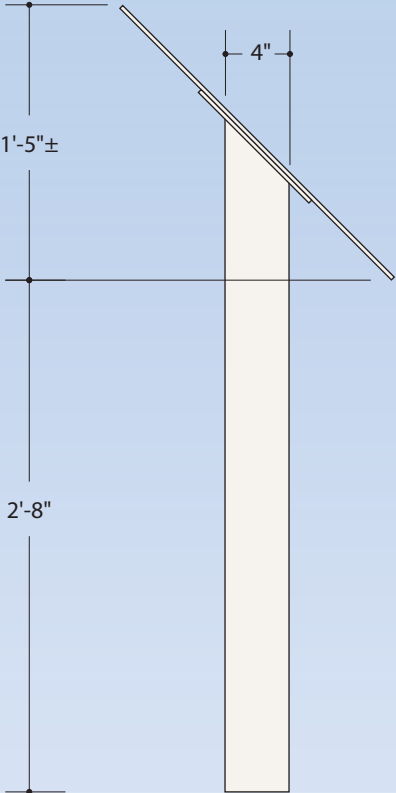
Panel orientation to be determined upon site  
walk through.



E-2a: PANEL DIMENSION  
Scale: 1 1/2"=1'-0"



E-2a: TIME CAPSULE STATEMENT (LOCATED IN PARK)  
Scale: 1"=1'-0"



SIDE VIEW

E3: Artist Statement

MATERIALS

Painte Metal Plaque silkscreened content  
affixed to GSQ custom uprigh  
t

CONSTRUCTION

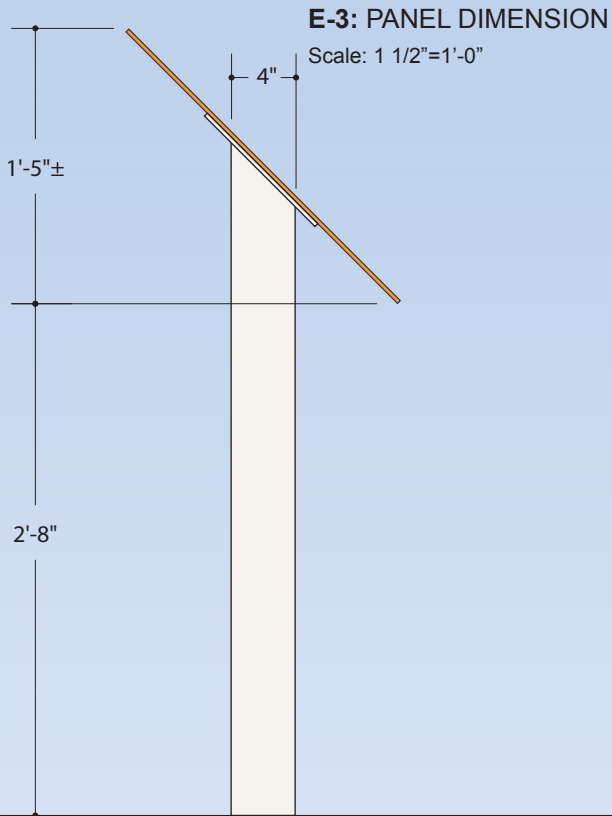
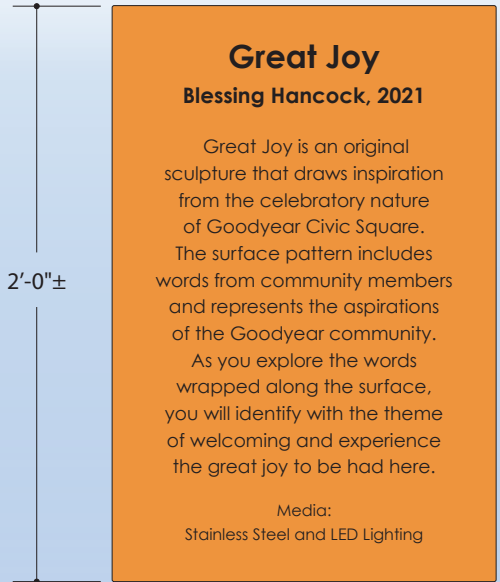
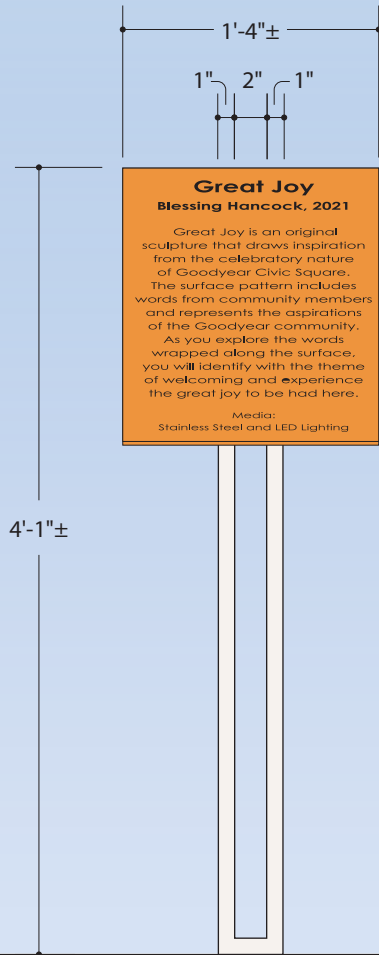
Metal Plaque mechanically affixed to structure  
with blind attachments

ILLUMINATION

No Illumination, relaying on ambient ligting  
in area.

NOTES

Design and Content to be finakized by  
City and Designer.

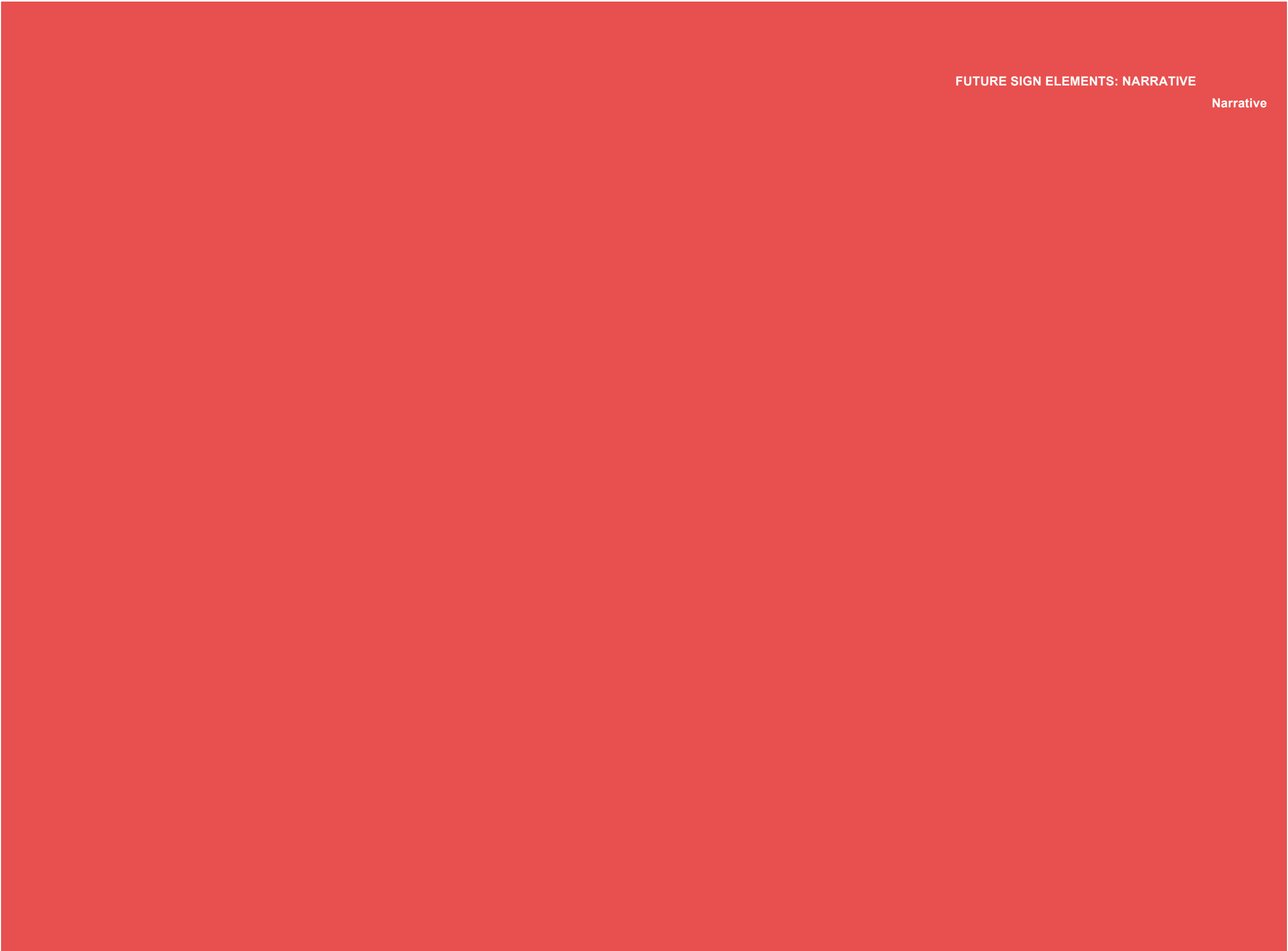


E-3: PANEL DIMENSION

Scale: 1 1/2"=1'-0"

E2: Artist Statement (Located in Park)

Scale=3/8"=1'-0"



FUTURE SIGN ELEMENTS: NARRATIVE

Narrative

SECTION 005.5  
005.5.1 thru 005.5.7

GSQ Comprehensive Sign Plan Text  
6-14-2021

**A. COMMERCIAL, RETAIL and MIXED USE** Uses within GSQ Development. For all signs with Commercial or Retail use and Mixed Use within GSQ:

**1. Awning Signs**

- i. A maximum of twenty five (25%) percent of the front face area of the awning shall be used for signage. However, no Awning sign shall exceed an area of ten percent (10%) of the total wall signage square footage allocation.

**2. Canopy Signs**

- i. A business utilizing an attached or detached canopy (i.e. office buildings or free standing retail buildings) may use a portion of its wall sign allocation for a sign on the canopy. However, no canopy sign shall exceed an area of twenty-five percent (25%) of the total wall signage square footage allocation.
- ii. Two (2) canopy signs may be permitted per street frontage. Said signs may not extend more than four (4) feet above the canopy and design of sign must not conflict with architectural character of building
- iii. Signs may not be placed on Parking Canopies.

**3. Directional Signs** – Vehicle Directional, Pedestrian Directional and Pedestrian Pole Directional signs

- i. Vehicle Directional Signs and Pedestrian Directional Signs are permitted as follows: Signs shall be permitted at each driveway onto a public street, at each major internal Public or Private street intersections and additional locations as identified within the CSP. The table below identifies maximum allowed number of Vehicle Directional Signs and Pedestrian Directional Signs within 20 feet of ROW :

Table 1: Directional Sign

| Lot   | # of Vehicle Directional Signs | Max Sign Copy Square Footage and Max Sign Height per sign | # of Pedestrian Directional Signage | Max Sign Copy Square Footage |
|-------|--------------------------------|-----------------------------------------------------------|-------------------------------------|------------------------------|
| Lot 1 | 2 Vehicle Direction signs      | 20 sf – 6’6” height                                       | 2 Pedestrian Directional Signs      | 12 SF – 4’4” height          |
| Lot 2 | 6 Vehicle Direction signs      | 20 sf – 6’6” height                                       | 4 Pedestrian Directional Signs      | 12 SF – 4’4” height          |
| Lot 3 | 2 Vehicle Direction signs      | 20 sf – 6’6” height                                       | 2 Pedestrian Directional Signs      | 12 SF – 4’4” height          |
| Lot 4 | 4 Vehicle Direction signs      | 20 sf – 6’6” height                                       | 4 Pedestrian Directional Signs      | 12 SF – 4’4” height          |
| Lot 5 | 2 Vehicle Direction signs      | 20 sf – 6’6” height                                       | 2 Pedestrian Directional Signs      | 12 SF – 4’4” height          |
| Lot 6 | 4 Vehicle Direction signs      | 20 sf – 6’6” height                                       | 2 Pedestrian Directional Signs      | 12 SF – 4’4” height          |
| Lot 7 | 2 Vehicle Direction signs      | 20 sf – 6’6” height                                       | 2 Pedestrian Directional Signs      | 12 SF – 4’4” height          |
| Lot 8 | 6 Vehicle Direction signs      | 20 sf – 6’6” height                                       | 4 Pedestrian Directional Signs      | 12 SF – 4’4” height          |

- ii. If Lot is subdivided, one additional Directional sign of each sign type is permitted for each new Lot created.
- iii. The maximum sign copy area shall be as identified in table above.
- iv. The maximum height shall be as identified in Table 1 above. Architectural embellishments may increase the height of the sign an additional two (2) feet.
- v. Directional signs internal to a lot shall only be included at major pedestrian or vehicle internal intersection points and not included in the counts identified in Table 1 above. Directional Signs internal to a lot shall not exceed 4’4” in height and exceed 12 sf of sign copy and not be visible from Public Streets. Max number of internal Direction signs shall not to exceed one (1) per building elevation.
- vi. Directional Signs may be placed within one foot (1’) of ROW or back of curb for Private streets.
- vii. Directional signs shall not be located within the sight visibility triangle of any driveway.
- viii. Directional signs shall not impede the visibility any governmental regulatory traffic sign as determined by the City of Goodyear.
- ix. Pedestrian Pole Directional signs (Type B3) shall not exceed 10’ 4” in height, their shall be no more than five (5) panels on each pole. Max Sign copy of each panel shall not exceed 3 sf. Sign copy shall only indicate a building names or address, points of interest, no business names may be included on copy of sign panels. Height of individual sign panels may not exceed 8” in height. All sign panels shall be color coded correlating to types of use per Comprehensive Sign Graphic exhibits. Pedestrian Pole Directional signs are allowed at all major sidewalk intersections, but are not required.
  - (1) Pedestrian Pole Directional signs may be placed in ROW with permission of City of Goodyear.
    - x. No Directional sign shall identify an individual business name, only places of interest, building names and or address.
    - xi. Directional signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
    - xii. Sidewalk plaques are required at all Public Road sidewalk intersections. Plaques are not to exceed 2.5 sf and shall only include Public Street names in text of plaque. Plaque shall be flush with surface of pavement.
    - xiii. Direction signs may be raised letter signs and or vinyl / paint application on solid material. Signs may be internally illuminated, if internally illuminated must be raised letters if sign if located within 20’ of ROW or Private street and visible from the street, unless approved by Declarant and City of Goodyear zoning administrator.

**4. Directory Signs (Type B5, B6 and B7)**

- i. Sign Copy shall not exceed an area of 40 square feet per sign face or height of ten (10) feet. Architectural embellishments may increase the height of the sign an additional two (2) feet.
- ii. Directory Signs within twenty feet (20’) of ROW: one (1) sign for buildings less than 50,000 gross square footage and two (2) signs shall be permitted for buildings in excess of 50,000 gross square feet. See **Table 2** on the following page for maximum number of Directory Signs, if Lot contains more than one building.
- iii. Directory signs only to be located on internal Public or Private streets within Civic Square. No Directory signs allowed along W. McDowell Road, 150th Drive or W. Monte Vistage. Directory signs shall be a minimum of 25’ from Directional Signs and Monument Signs.
- iv. Directory signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
- v. Directory Signs may be placed within 1’ of ROW or back of curb for Private streets.
- vi. **Table 2** on the following page represents maximum number of Directory Signs allowed per Lot.
- vii. If Lot is subdivided one additional Directory sign is permitted for each new Lot created.

Table 2: Directional Sign Table within 20' of ROW

| Lot   | # of Directory Sign | Max Sign Copy Square Footage and Max Sign Height per sign |
|-------|---------------------|-----------------------------------------------------------|
| Lot 1 | 2 Directory Signs   | 40 sf – 10' height                                        |
| Lot 2 | 6 Directory Signs   | 40 sf – 10' height                                        |
| Lot 3 | 3 Directory Signs   | 40 sf – 10' height                                        |
| Lot 4 | 4 Directory Signs   | 40 sf – 10' height                                        |
| Lot 5 | 3 Directory Signs   | 40 sf – 10' height                                        |
| Lot 6 | 3 Directory Signs   | 40 sf – 10' height                                        |
| Lot 7 | 3 Directory Signs   | 40 sf – 10' height                                        |
| Lot 8 | 6 Directory Signs   | 40 sf – 10' height                                        |

5. Drive-Through Restaurant Menu Boards.

- i. A drive-through restaurant may have two (2) menu boards per drive-through lane. However, only one of the two signs may contain speaker equipment.
- ii. A menu board shall have a maximum height of eight feet and maximum copy area of 25 square feet. Menu board signs may be freestanding or wall – mounted.
- iii. A menu board shall be located at least 15 feet from any public right-of-way
- iv. The front of the menu board(s) shall not be visible from a public street. Speakers shall be directed away from residential property lines.
- v. Freestanding menu boards shall have a monument base with a width at least 50% the width of the sign, be of material consistent with the architecture of the building facade and have a landscape area at the base of the sign(s) equal to at least two square feet for each square foot of sign area.

6.Electronic Message Display or Reader Panel Sign within Directional, Directory or Monument signs

- i. Electronic Message Display or Reader Panel.
  - (1) A directional sign, directory sign or monument sign, may use up to one-half (1/2) of the allowed sign copy area for an electronic message display or reader panel . However, the electronic message display shall not exceed 24 square feet.
    - (a) Only twenty five percent (25%) of the allowable sign types within a lot may utilize electronic message display or reader panels unless approved by Zoning Administrator.
  - (2) The electronic message display shall have static displays. The display of video, animation, or special effects, such as traveling, scrolling, fading, dissolving, and bursting, shall be prohibited. No sound may be emitted by the display.
  - (3) Static displays shall not be changed more than once every eight (8) seconds. Change of display shall occur through an immediate transition.
  - (4) The electronic message display shall include a sensor or other device that automatically reduces the brightness of the display during low-light conditions. Display brightness shall not exceed three hundred (300) nits from dusk till dawn.
  - (5) The electronic message display shall be shut off between 10:00 P.M. and sunrise when such display is located within one hundred fifty (150) feet of a single-family residential zoning district.

- (6) Should the electronic message display malfunction, the display shall be shut off until such time that repairs have been completed to restore the electronic messaging system.
- (7) The use of the electronic message display for off-site advertising is prohibited.

7. Monument Signs

- i. Allowable number of Monument signs based on Table 3 below:

Table 3: Monument Sign table

| Lot   | # of Monument Signs allowed along N. 150th Drive, W. McDowell Road and W. Monte Vista Rd (Sign Type A3) | Max Sign Copy Square Footage and Max Sign Height (Type B1) | # of Monument Signs allowed on internal public and private streets (Sign Type A4) | Max Sign Copy Square Footage and Max Sign Heightand Max Sign Height per sign (Type B2) |
|-------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Lot 1 | 1 Monument sign                                                                                         | 100 sf – 18 ft                                             | 3 Monument sign                                                                   | 48 sf – 12ft                                                                           |
| Lot 2 | 8 Monument signs                                                                                        | 100 sf – 18 ft                                             | 5 Monument signs                                                                  | 48 sf – 12ft                                                                           |
| Lot 3 |                                                                                                         |                                                            | 1 Monument sign                                                                   | 48 sf – 12ft                                                                           |
| Lot 4 | 1 Monument sign                                                                                         | 100 sf – 18 ft                                             | 1 Monument sign                                                                   | 48 sf – 12ft                                                                           |
| Lot 5 | 2 Monument signs                                                                                        | 100 sf – 18 ft                                             |                                                                                   |                                                                                        |
| Lot 6 |                                                                                                         |                                                            | 1 Monument sign                                                                   | 48 sf – 12ft                                                                           |
| Lot 7 |                                                                                                         |                                                            | 1 Monument sign                                                                   | 48 sf – 12ft                                                                           |
| Lot 8 | 7 Monument signs                                                                                        | 100 sf – 18 ft                                             | 5 Monument signs                                                                  | 48 sf – 12ft                                                                           |

- ii. If Lot is subdivided one additional Monument sign is permitted for each new Lot created.
- iii. If Table 3 allocates more than one (1) monument sign per Lot, Lot must have more than one (1) building permitted prior to additional monuments signs being installed after installation of first monument sign.
- iv. Declarant is allowed to install four (4) monument signs along N. 150th Drive, W. McDowell Road and W. Monte Vista Road (known as perimeter streets) from the Table 3 above prior to development and or construction of lots parallel to these streets. Declarant has sole approval rights of sign copy installed on Monuments signs. Sign copy only for onsite business, no off-site advertising permitted.
- v. Land Owners may only install sign copy of businesses or tenants located within their lot, except as described under section A.7.iv.
- vi. The minimum distance between monument signs on the same street side shall be 100 feet except at driveway entrances (External or Internal Streets) which allow two (2) monument signs
- vii. The maximum height shall be eighteen (18) feet for Type A3 and twelve (12) feet for Type A4 and the maximum sign copy area shall be shall not exceed square footage identified on Table 3 above. Monument sign size shall not exceed 150% of the max sign copy area. Architectural embellishments may increase the height of the sign an additional three (3) feet. Site walls and or screen wall integrated into Monument sign are not included in maximum monument sign square footage.
- viii. Monument signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.

- ix. Signs may be placed within 1’ of ROW or back of curb if Private Street.
- x. Monument signs shall not be located within the sight visibility triangle of any driveway nor in any other location that restricts or blocks visibility of vehicles traveling within the development.
- xi. Monument signs must be 25 feet from Directional or Directory signs.
- xii. The base of the monument sign shall have an aggregate width at least 50% the width of the sign.
- xiii. Installation, repair or replacement of Individual sign panels within Monument sign are not required to be permitted by the City of Goodyear, but must meet requirements of CSP and City of Goodyear Zoning ordinance. All sign panels must be approved by Declarant prior to installation or replacement.
- xiv. Street address numerals shall be provided on all monument signs located along the street to which the address numbering applies, in a contrasting color and/or material from the color and material used for the background for the numerals on the sign. Numerals shall be sized in accordance with the International Fire Code, as amended.

8. Lot 4 – Civic Park

- i. Lot 4 is permitted to install “Goodyear” monument letters. Max sign copy area: 350 sf. Sign maybe internally or externally lit. Maximum height of Civic Park monument letters 10’ measured from the adjacent grade
- ii. Civic Park Rules or other Governmental Signs shall be consistent in design with Directional signs. Signs may utilize flat plats with vinyl lettering. Park Rules or other Governmental signs located within Lot 4 are not included within sign copy square footages identified in Table 1, 2 or 3.
- iii. Temporary signs for special events are allowed and do not require permits. Signs may be erected two (2) days prior to event and must be removed within two (2) days after completion of special event. Special events are determine by the City of Goodyear.

9. Projecting Signs

- i. One projecting sign may be permitted per ground floor business or tenant. A business may use a portion of its allocation of wall signage for a projecting sign. However, no projecting sign shall exceed an area of 15 square feet. Signs may be attached to building attached canopies or face of building
- ii. A projecting sign shall have an eight-foot minimum clearance between the bottom of the sign and the sidewalk, If projecting sign encroaches into a PUE or other utility easement sign, bottom of sign must be minimum of 14’ above grade.

10. Shingle Signs

- i. One shingle sign may be permitted per ground floor business. A shingle sign shall have a maximum area of three square feet. Signs may be attached to building attached canopies.
- ii. Shingle signs shall have an eight-foot minimum clearance between the bottom of the sign and the sidewalk. If a Shingle sign encroaches into a PUE or other utility easement sign, bottom of sign must be minimum of 14’ above grade.

11. Wall Signs

- i. One or more wall signs shall be permitted on the exterior walls of the space occupied by the business in accordance with the following guidelines:
  - (1) Maximum Wall Sign Copy area calculation for Occupied Buildings:
    - (a) Building elevations parallel to Public or Private Street is allocated a maximum of one and one half (1.5) square foot of sign area for each linear foot of frontage or 35 square feet, whichever is greater. Internal circulation drives of a Lot are not considered streets for purpose of calculation.
    - (b) All other elevations is allocated a maximum of one-half square foot of sign area for each linear foot of respective building facade.
      - (i) If a building only has one street frontage, all other building elevations are allocated a maximum of one-half square foot of sign area for each linear foot of building facade.
      - (ii) For portions of buildings without frontage, one-half square foot of sign area of each linear foot of building facade.

- (c) For single tenant Office Building occupants greater than 50,000 sf, sign square footage may be increased 200 % with approval of Declarant and Zoning Administrator. Signage may be installed at or above the roof line on Parapet walls or Mechanical Screen walls.
- ii. Wall signs may include multiple lines of text, symbols and logos as long as the sign complies with the Wall sign copy square footage.
- iii. Wall-mounted cabinet panel signs are prohibited. All signs must be raised letter signs and internally illuminated. Raceways are permitted, but must be integrated with the architectural design of the building façade and sign. Flush mounted cabinets utilized to mount Raised Letter signs are permitted for standalone Retail Building Use only, but must be integrated with the architectural design of the building façade and sign and approved by Declarant.
- iv. For multi-story buildings, wall signs may only be placed between the window header of 1st floor (or 12’ above grade if window header does not exist ) and below window sill of 3rd floor (or 32’ above grade if window sill does not exist) and or above the top floor window mullion header, including Parapet wall or Mechanical screen. Alternate sign locations may be approved, but must be approved by City of Goodyear Zoning Administrator and Declarant.

12. Center ID Sign (Type A-2)

- i. Declarant permitted to install four (4) freestanding Center ID Signs (at NW corner of site at intersection of 150th Drive and W. McDowell Road, SW corner of site at intersection of 150th Drive and W. Monte Vista Rd. W. McDowell Road entrance and future W. Monte Vista Rd entrance)
  - (1) Center ID Signs sign copy shall not exceed 150 sf, the maximum height of sign copy areas is ten (10) feet. Sign may be internally or externally illuminated. The sign shall be designed to complement the streetscape and landscaping and have a base with a width at least 50% the width of the sign.
  - (2) No business or tenant sign copy is permitted at Center ID sign locations

13. Window Signs.

- i. Permanent Window Signs shall not exceed 50% of the total area of the window through which such signs are located. Permanent Window signs shall be integrated into the architectural design of the building façade. Signs must utilize materials and colors consistent with the building in which the signs are displayed. Sign Copy is limited to building names, address numbers, artistic messages. Sign copy including tenant names or advertising is not permitted.
- ii. Temporary Window Signs shall not exceed 25% of total area of the window through which such signs are located. Temporary window signs are only allowed to be installed for a duration of 30 days and must be removed. Temporary signs can only be installed twice a year. Signs must utilize materials and colors consistent with the building in which the signs are displayed.
- iii. Temporary Window Signs shall only be displayed in first floor windows.
- iv. Permanent window signs may be illuminated but may not be animated or utilize an electronic message display.

B. RESIDENTIAL Use within Civic Square:

- For all signs with Residential Uses the following shall apply. Residence Uses (includes apartments, condominiums, townhouses, similar such uses).
- 1. Directional Signs: Vehicle Directional, Pedestrian Directional and Pedestrian Pole Directional signs (Sign Type B-1, B-2, B-3, B-4)
  - i. Vehicle Directional signs shall be permitted at each driveway onto a public street, at each major internal Public or Private street intersections and additional signs at street frontage as identified in Table 1.
  - ii. Pedestrian Directional signs shall only be placed a midpoint between drive entrances if sign is within 20’ of ROW.
  - iii. The maximum sign copy area shall be as identified in **Table 1** above.
  - iv. The maximum height shall be as identified in **Table 1** above. Architectural embellishments may increase the height of the sign an additional two (2) feet.

- v. Directional signs internal to a lot shall only be included at major pedestrian or vehicle internal intersection points and not included in the counts identified in **Table 1** above. Directional Signs internal to a lot shall not exceed 4’4” in height and exceed 12 sf of sign copy and not be visible from Public Streets. Max number of internal Direction signs shall not to exceed one (1) per building elevation.
- vi. Directional Signs may be placed within 1’ of ROW or back of curb for Private streets.
- vii. Directional signs shall not be located within the sight visibility triangle of any driveway.
- viii. Directional signs shall not impede the visibility any governmental regulatory traffic sign as determined by the City of Goodyear.
- ix. Pedestrian Pole Directional signs shall not exceed 10’ 4” in height, their shall be no more than five (5) panels on each. Max Sign copy of each panel shall not exceed 2 sf. Sign copy shall only indicate a buildings, point of interest, no business names may be included on copy of sign panels. Height of individual sign panels may not exceed 8” in height. All sign panels shall be color coded correlating to types of use per Comprehensive Sign Graphic exhibits. Pedestrian Pole Directional signs are allowed at all major sidewalk intersections, but are not required.
- x. No Directional sign shall identify an individual business, only places of interest, building names and address.
- xi. Directional signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
- xii. Sidewalk plaques are required at all Public Road sidewalk intersections. Plaques are not to exceed 2.5 sf and shall only include Public Street names in text of plaque. Plaque shall be flush with surface of pavement. See Comprehensive sign graphics for additional requirements.
- xiii. Directional signs may be raised letter signs and or vinyl / paint application on solid material. Signs may be internally illuminated, if internally illuminated must be raised letter construction if sign is within 20’ of ROW and visible from the ROW.
- xiv. Directional signs may be mounted on building façade, but height of sign not to exceed 20’.

2. Directory Signs (Type B5, B6 and B7)

- i. One Directory sign is permitted at each Driveway entrance onto the Lot from a Public or Private street. An addition Directory sign is permitted within 20’ of ROW if the frontage exceed 200 ft. The maximum sign copy area is 40 square feet and the maximum height is ten (10) feet within 20’ of ROW. Architectural embellishments may increase the height of the sign an additional two (2) feet.
  - (1) Directory signs within 20’ of the ROW and visible from the ROW shall be Raised letter signs. Signs may be internally illuminated.
  - (2) Fire Department required maps may be flat letter or printed signs and do not counted against sign copy maximum square footage.
- ii. Internal to the Development and not visible from the ROW, one free-standing directory sign shall be permitted for each multi-tenant residential building onsite with a maximum sign copy area of 18 sf per sign face. Directory internal to the development may be flat vinyl apply signs or box channel signs. Signs may be internally illuminated.
- iii. Signs shall only be located in pedestrian areas adjacent to the main building entrance or at the main entrance to the property.
- iv. The maximum number of Directory signs shall not exceed **Table 2** for signs within 20’ of ROW or Private street per Lot.

3. Monument Signs

- i. One monument sign for each driveway onto a public street and at each public street intersection, but no more than identified within **Table 3**.
- ii. The maximum sign copy area and height are per **Table 3**.
  - (1) Type A4 monument sign allowed per **Table 3**. Type A3 may be requested by Lot owner if mixed use residential project or can justified need for increase signage with approval of Declarant and Zoning Administrator.
  - (2) Architectural embellishments may increase the height of the sign an additional two (2) feet.
- iii. If **Table 3** allocates more than one (1) monument sign per Lot, Lot must have more than one (1) building permitted prior to additional monuments signs being installed after installation of first monument sign.
- iv. The minimum distance between monument signs on the same street side shall be 100 feet except at driveway entrances (External or Internal Streets) which allow two (2) monument signs
- v. Monument signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
- vi. Signs may be placed within 1’ of ROW or back of curb if Private Street.
- vii. Monument signs shall not be located within the sight visibility triangle of any driveway nor in any other location that restricts or blocks visibility of vehicles traveling within the development.
- viii. Monument signs must be 25 feet from Directional or Directory signs.
- ix. The base of any monument sign shall have a width at least 50% the width of the sign.
- x. Street address numerals shall be provided on any monument sign located along the street to which the address numbering applies, in a contrasting color and/or material from the color and material used for the background for the numerals on the sign. Numerals shall be sized in accordance with the International Fire Code, as amended.
- xi. The maximum number of Monument signs shall not exceed Table 3 for Monument signs within 20’ of ROW or Private street per Lot.

4. Sales Office

- i. Up to eight flags may be placed at the sales office.
- ii. Flags shall have a maximum area of 12 square feet and a maximum height of 25 feet.
- iii. Flags shall be removed no later than one year of the issuance of the first Certificate of Occupancy for the development.

5. Wall Sign

- i. Residential Developments may have one wall sign per Public or Private street frontage and one additional freestanding wall sign at each drive entrance from a Public or Private street. Each Wall sign copy area shall not exceed 50 sf.
  - (1) For multi-story buildings, building mounted wall signs may be installed on the bottom and top floors. Alternate sign locations may be approved, but must be approved by City of Goodyear Zoning Administrator and Declarant. (example vertical stack letters in lieu of horizontal letters)
  - (2) All Wall signs must be individual raised letters, internally illuminated, unless approved by Declarant.
  - (3) Directional signs mounted on façade of building do not count against wall sign square footage. Cabinet sign construction is not allowed.
  - (4) Wall signs may include multiple lines of text, symbols and logos as long as the sign complies with the Wall sign copy square footage.

6. Residential Center ID Sign within Master Development

- i. Residential communities within Master Development may have one (1) Residential Center ID signs, sign copy shall not exceed 125 square feet, the maximum height of sign copy areas is ten (10) feet. Sign may be internally or externally illuminated. The sign shall be designed to complement the streetscape and landscaping and have a base with a width at least 50% the width of the sign. The sign is encouraged to include the name of the development for efficient wayfinding
- ii. All Wall signs must be individual raised letters, unless approved by Declarant. The sign copy may only indicate the name of the development.

7. Model Units

- i. Up to four flags per model unit may be placed at any one Lot, but the total number shall not exceed eight.
- ii. Flags shall have a maximum area of 12 square feet and may not be maintained higher than 25 feet above the adjoining ground.
- iii. Flags shall be removed when 95% of the lots in the units are leased and/or the on-site sales office closes, whichever occurs first.

C. Traffic Regulatory Signs within ROW

- 1. City of Goodyear regulatory traffic sign posts
  - i. In lieu of sign post identified in City of Goodyear standard details G-3209-3 an alternate posts may be utilized as identified within CSP. All other requirements identified within standard detail G-3209-3 shall remain.  
(1) Alternate sign post may be used for ADA parking signs.
- ii. In lieu of Street Name sign shown in City of Goodyear standard detail G-3209-1, alternate Street Name sign may be utilized. All other requirements identified within standard detail G-3209-1 shall remain.

D. Temporary Signs.

- 1. Construction Project Sign
  - i. During the construction phase, each Lot may have three (3) sign with a maximum area of 96 square feet and a maximum height shall of 12 feet.
  - ii. The sign shall not be located within 100 feet of any property line of an existing residence.
  - iii. Such sign shall not be illuminated.
  - iv. The sign must be removed when 95% of the units are lease and/or the on-site sales or leasing office closes, or project certificate of occupancy, whichever occurs first.
- v. Signs shall be replaced if faded or damaged within 45 days of notice from City of Goodyear or Declarant.

2. CONSTRUCTION FENCE FABRIC PROJECT SIGNS

- i. During construction phase of project, each Lot may erection fabric project signs. Verbiage print on fabric panels to only include project specific information and no offsite marketing information.
- ii. Sign Copy square footage: one and one half (1.5) square foot of sign copy area for each linear foot of Public or Private street frontage or 100 square feet, whichever is greater.
- iii. Temporary fabric fence panels that do not include signage copy do not count against sign copy square footage such as building renderings, life style images or maps.
- iv. Construction Fabric Project signs that are torn or faded shall be replaced within 45 days of notice by City of Goodyear or Declarant.
- v. Construction Fabric Project signs shall be removed prior to Certificate of Occupancy.
- vi. Signs shall not be located in ROW, but may be located in MUE, SWE or PUE with written approval of Master Developer. No signs shall be located in site visibility triangle or impede visibility of traffic or existing permanent signage.
- vii. Construction Fence Fabric Project Signs do not require City of Goodyear Sign permit, but if found in violation of Comprehensive Sign Plan or City of Goodyear Zoning ordinance sign shall be removed within five (5) days' notice.  
(1) Fence Sign may not be installed until project receives City of Goodyear Site Plan approval. If construction does not proceed within six (6) months of installation sign shall be removed.

3. All other Temporary sign shall comply with City of Goodyear Sign Zoning Ordinance.

4. No temporary sign may be attached to light poles.

E. Street Light Pole Banner signs

- 1. Street Light Pole Banner signs are permitted within GSQ development.
- 2. Signs must be approved by Declarant and City of Goodyear.
- 3. Sign Copy area shall not exceed eight (8) square feet.
- 4. Sign must utilize existing Light Pole Banner buckets.
- 5. Only City of Goodyear shall have rights to utilize Street Light Pole Banner signs at Street Light poles located within MUE.
- 6. Land Owner or Tenant may request use of Street Light Pole Banners within MUE, but must receive written permission from both Declarant and City of Goodyear. At any time Declarant or City of Goodyear may require banner removed for use by others. Banner to be removed within five (5) days of written notice.
- 7. Signs / Banner may be constructed of tear resistant fabric or solid plate material.

F. Portable signs

- 1. Portable signs as permitted per City of Goodyear Sign Zoning Ordinance. Signs shall be subject to renewal of an annual permit issued by the City of Goodyear.
- 2. Portable signs may not be placed in MUE, SWE and PUE without permission of Declarant. Signs shall not be located within sidewalks.
- 3. All portable signs must receive approval of Declarant. Sign Copy may only be specific to the building or tenant within the Lot it is located. No portable signs may be placed outside of Lot owner's land or tenant leased space.

G. Flags

- 1. All State and United State of America Flags must be illuminated at night or removed at dusk.
- 2. See addition section of Comprehensive Sign Plan and City of Goodyear Sign Zoning Ordinance for flag requirements.

H. Sale or Lease signs

- 1. Sale or Lease signs as permitted per City of Goodyear Sign Zoning Ordinance.
- 2. All Sale or Lease signs must be approved by Declarant and City of Goodyear prior to installation.

I. Sign Placement

1. If specific free standing sign location it not identified above, the sign shall be placed no closer than three (3)' for right of way or back of curb if Private street. Signs may be placed within MUE, SWE and PUE, but in no way may conflict with site visibility triangle (as defined by the City of Goodyear current Engineering Design Standards ) and obstruction of Governmental regulated signed.
  - i. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
  - ii. If sign is determined to be a hazard to vehicular or pedestrian traffic as determined by City of Goodyear City Engineer or Declarant, the sign shall be removed and relocated at tenant or land owners expense.
2. All signs shall not impede visibility of governmental regulated signage such as regulatory traffic signs. Location and distance from governmental regulated signs shall be determine by City of Goodyear.
3. No tree on Public or Private street frontage may be removed for placement of sign unless approved by Zoning Administrator.
4. No sign shall be placed within seven (7) of a fire hydrant or within a Liberty Utility easement (unless written permission is received from Liberty Utilities and Declarant.)
5. Parking Garages are treated the same as any building within a Lot in regards to allowance signage. No private advertising is permit on Parking Garage signs.
6. If no specific sign separation distance is specifically identified within this document. Individual free standing sign types shall be separated an appropriate distance as not to create a negative effect to the site architecture of the campus. Final location of signs shall be approved by Declarant and Zoning Administrator. All signs location shall be shown on a dimensions, scaled site plan.

J. Sign Height

1. Height of a freestanding sign shall be measured as the vertical distance from the top of the highest element of the sign structure to the adjacent grade. The adjacent grade is surface grade of the sidewalk or hardscape materials adjacent to sign within 10' of sign.
2. A maximum of three (3) feet of additional height may be added to all freestanding signs to provide for the provisions of architectural embellishment if not specifically identified within the CSP.
3. The height of a Wall sign shall be measured as the vertical distance from the base of the wall on which the sign is located to the top of the sign structure or 1st floor - finish floor elevation (typically 0'0" elevation on building plans.)

K. Sign Area

1. The sign area is per the City of Goodyear Sign Zoning ordinance .
2. For clarification purposes:
  - i. A monument sign (Type A4) is considered a two face sign with a sign copy area of ## sf. The monument sign may have sign copy or text on both faces of the sign, but the maximum sign copy square footage is calculated based on the surface area of one face of the sign not both. This applies to all free standing sign types.

L. Sign Construction

1. All signs shall comply with additional requirements identified within Comprehensive Sign Graphics package. This document and Comprehensive Sign Graphics package may be updated from time to time. If sign is replaced it shall comply with most current version of Comprehensive Sign Package. Contact Declarant for current copy of Comprehensive Sign Package.
2. All signs must be raised letter construction unless specifically stated within the Comprehensive Sign Plan and approved by Declarant.

3. All Directory and Directional signage within 20' of ROW or Private street shall comply additional requirements identified in Comprehensive Sign Graphics package. All fonts shall be the consistent with font indicated in Comprehensive Sign Graphic package.
4. Monument Signs shall be consistent with Comprehensive Sign Graphics but font may be project and or Lot specific.
5. GSQ logo / name must be integrated into design of any Directory sign or Monument sign if sign is located within 20' of ROW or Private Street.
  - i. Exception: Any sign located within the City of Goodyear ROW or City of Goodyear property does not need to comply with section L.5.

M. Administration

1. All signs must be reviewed and approved by Declarant prior to submittal to City of Goodyear for approval. Land Owner or Tenant will include Declarants approval letter with permit application to city. Declarant approval does not necessarily indicate city approval of signage permit submittal.
2. Declarant Signage Review: Building Owner and or tenant shall submit three (3) colored sign packages and one pdf electronic copy for review by Declarant:
  - i. Submittal must include the following:
    - (1) Name of Applicant and contact information of applicant and sign company fabricating and installing the sign.
    - (2) Detailed scaled shop drawings of signs proposed, clearly describing the sign materials, fabrication methods and colors. All documents to be in color. All colors must match actual colors of material installation at time of installation.
    - (3) Scaled and dimensioned site plan showing exact location of sign and surrounding buildings, landscape, hardscape and utilities. If mounting signs on building, include sign on actual elevation of building. Generic building elevations are not acceptable.
    - (4) Include itemized table of proposed signs, showing number of signs by type, square footage of each sign type, sign copy square footage of each sign type and how it complies with GSQ Comprehensive Sign plan.
    - (5) Copy of City of Goodyear Sign Permit application and Submittal checklist. Contact City of Goodyear for Sign Permit checklist.
      - ii. Declarant may request physical color samples and materials of sign types proposing to install prior to approval.
      - iii. Building Owner and or Tenant shall not submit Signage plans to City of Goodyear until Declarant issues approval letter.
      - iv. Declarant has 30 days to review and approve Signage plans. If Declarant does not respond within 30 days, contact Declarant. Signage Package is not deemed approved if Declarant does not respond.
      - v. Building Owner shall reimburse Declarant for review of Signage package. Contact Declarant for cost of Sign package review. Declarant may contract out Signage package review.
      - vi. Declarant Review of Signage does not indicate or imply approval of signage by City of Goodyear. City of Goodyear is a separate review process.

- 3. Signs shall be replaced or repaired if sign is disrepair, faded or damaged within 45 days of written notice from City of Goodyear or Declarant. If Sign or signs are not repaired within 45 days Declarant, at Land Owner or Tenants expense, Declarant may remove and or repair sign and charge Land Owner or Tenant 150 % of cost to remove or repair sign including any costs to repair building façade, landscape, hardscape adjacent to sign. Land Owner or Tenant may request a 30 day extension if they can provide evidence to Declarant new sign is being fabricated or sign is being repair.
  - i. Internally illuminated signs or electronic display panels that are malfunctioning or only partially illuminated shall be turned off until repairs are complete.
  - ii. If modification or sign replacement results in visible surface imperfections, such as faded paint, cracks, holes, etc. tenant or land owner shall repair building façade to like new conditions.
- 4. Signage design significantly deviating from CSP may be required to be reviewed by City of Goodyear planning commission and City Council at the determination of the Zoning Administrator.
- 5. Definition of Comprehensive Sign Plan:
  - i. Definition of Sign Types are per City of Goodyear Sign Zoning Ordinance.
  - ii. MUE: Municipal Utility Easement
  - iii. SWE: Sidewalk Easement
  - iv. PUE: Public Utility Easement
  - v. No signs may be placed in private easement unless permission is granted from both the grantee and grantor unless specifically described in the Comprehensive Sign Plan.
  - vi. Public Streets: Dedicated public passageway which affords the principal means of access to abutting property.
  - vii. Private Streets Dedicated private passageway which affords the principal means of access to abutting property
  - viii. Frontage: All property on one side of a street between two intersecting streets (crossing or terminating) measured along the line of a street (if street is dead end, then all property abutting one side between an intersecting street and the street's termination), including property fronting on a cul-de-sac.

N. Prohibited Sign Types

- 1. All sign types prohibited within Article 7 – 11 of the City of Goodyear sign code.
- 2. Any sign not specifically listed as being permitted by this Ordinance and GSQ Comprehensive Sign plan is prohibited, including, but not limited to, the following:
  - i. Any sign bearing content or conveying a message that is not protected by the First Amendment to the United States Constitution or any corollary provisions in the Arizona Constitution.
  - ii. Billboard (outdoorboards).
  - iii. Signs attached to any utility pole or structure, street light, traffic signal, tree, fence, fire hydrant, bridge, park bench or other location on City-owned property, rights-of-way or other public property.
  - iv. Signs affixed to any vehicle, except as provided in Article 7-9 (Temporary Signs).
  - v. Off-site signs.
  - vi. 6. Electronic message displays, reader panel signs, and signs that are animated or audible, rotate or have intermittent or flashing illumination or emit audible sound or visible matter except as otherwise allowed in this Article and GSQ Comprehensive sign plan.
  - vii. Banners, flying banners, pennants, wind-driven spinners, streamers, balloons, flags, search lights, strobe lights, holographic projections, laser light displays, beacons, and inflatable signs, except as otherwise provided in Article 7-9 (Temporary Signs).
  - viii. Roof signs.
  - ix. Signs displayed in a manner or location that prevent free ingress and egress from a door, window or other exit.
    - x. Portable signs and/or temporary signs except as otherwise provided in Article 7-9 (Temporary Signs).
  - xi. Signs displayed in a location prohibited by this Ordinance.
  - xii. Directional signs, except as otherwise provided for in this Article and GSQ Comprehensive Sign plan.
  - xiii. Pole signs over six feet in height except as approved within GSQ Comprehensive Sign plan
  - xiv. Nonconforming signs other than legal nonconforming signs.

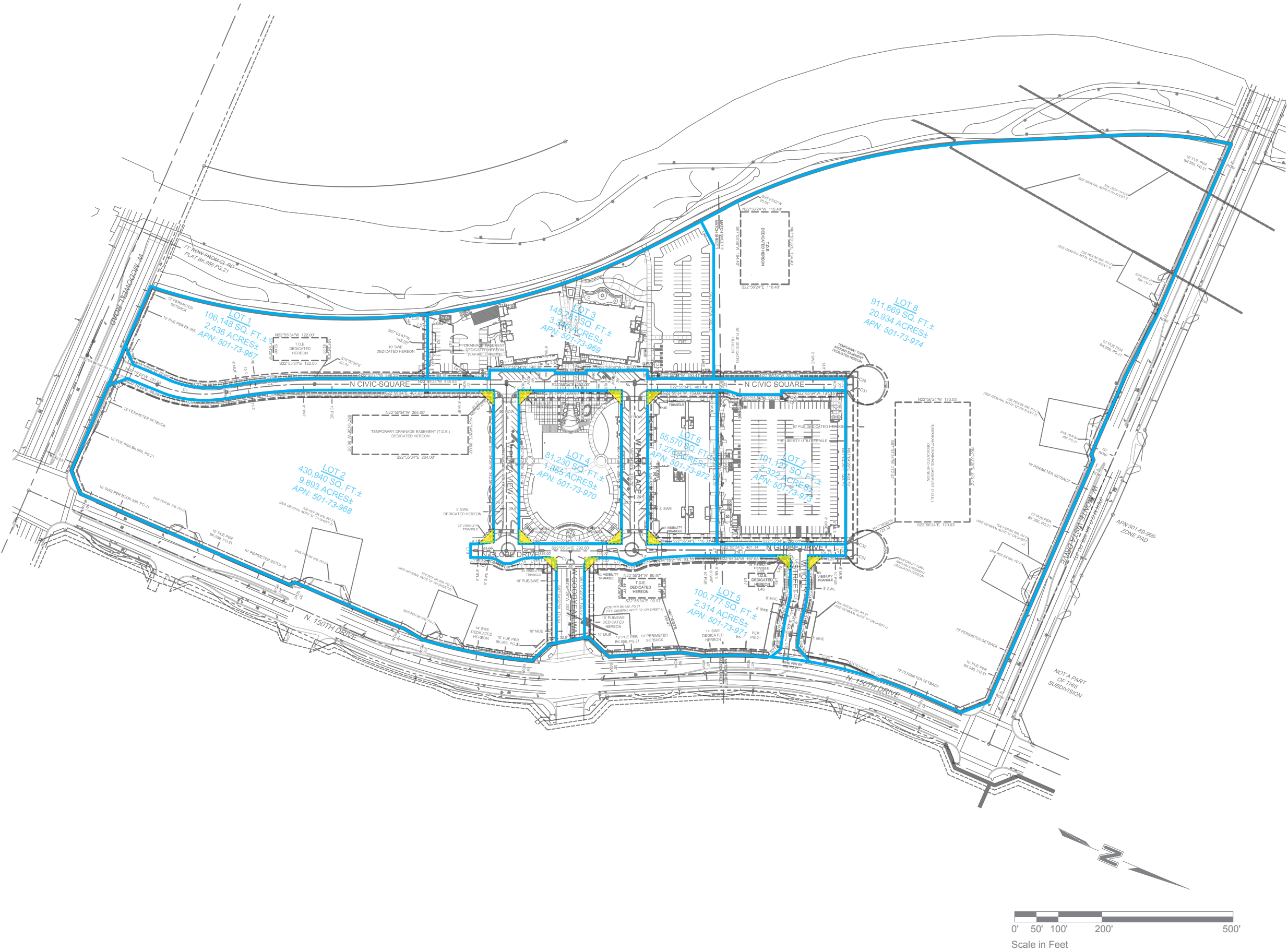


SIGNAGE LOCATION PLANS

|                             |           |
|-----------------------------|-----------|
| Site Details   Vicinity Map |           |
| Overall Location Plans      | All Signs |
| Identity Location Plans     | A Signs   |
| Wayfinding Location Plans   | B Signs   |
| Dedicatory Location Plans   | E Signs   |

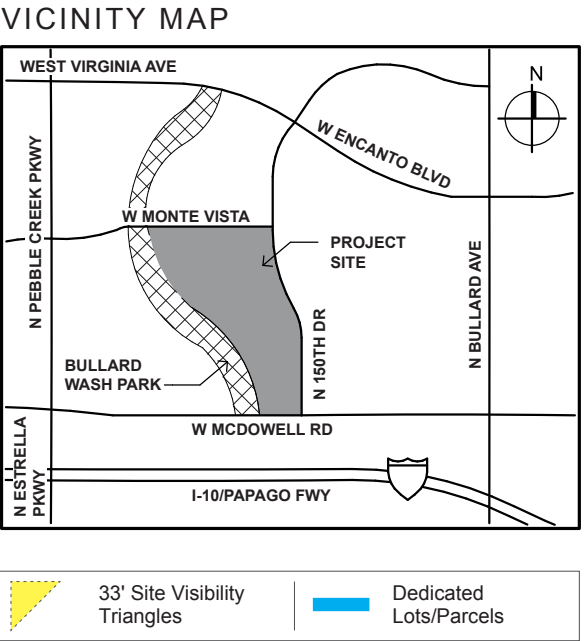
SECTION 005.6

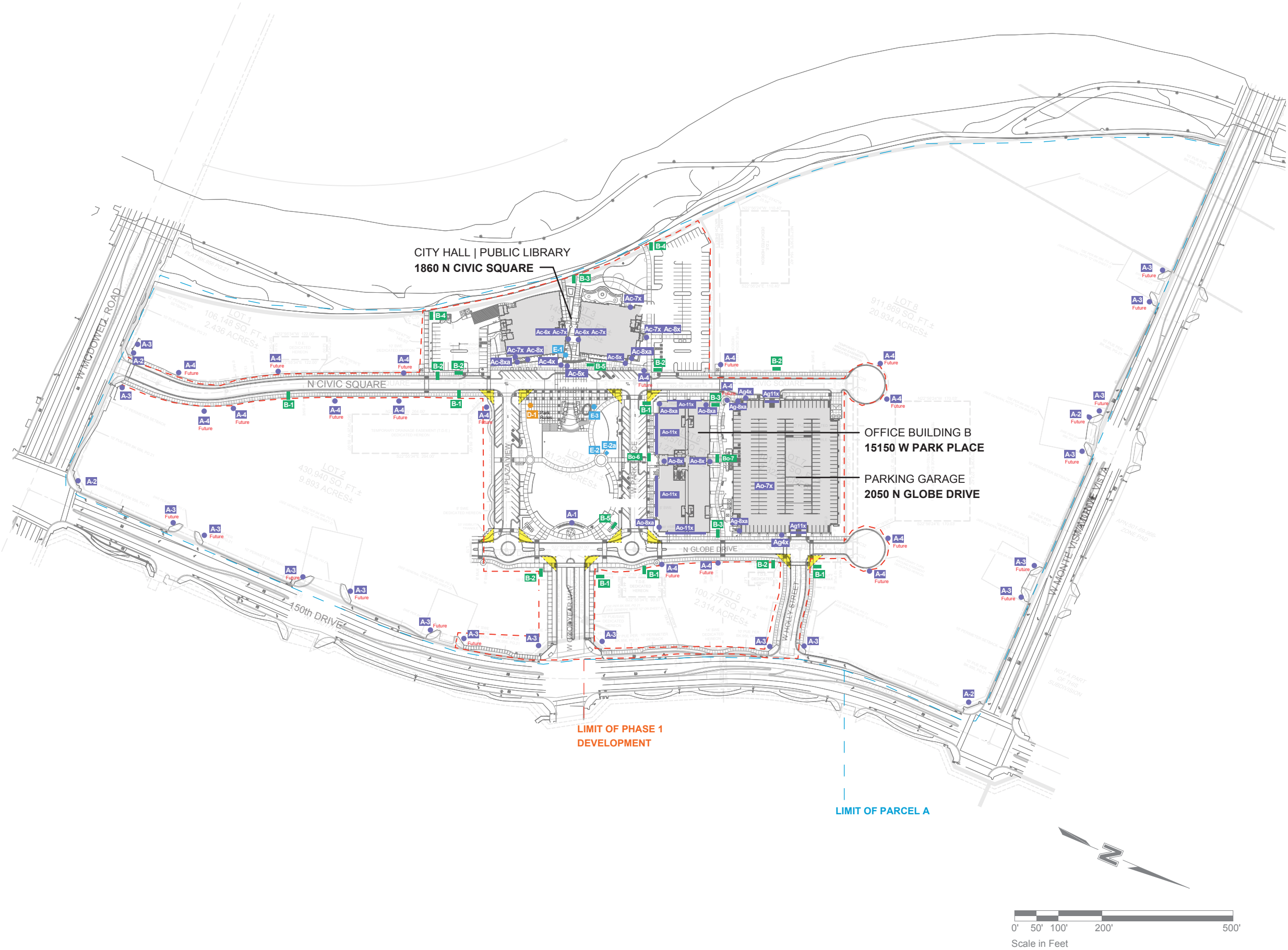
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|-----------|
| 005.6.1.1 |
| 005.6.1.2 |
| 005.6.2   |
| 005.6.3   |
| 005.6.4   |



LOT AREAS

| LOT NO. | SQ. FT. (NET±) | ACRES (NET±) |
|---------|----------------|--------------|
| 1       | 106,148        | 2.436        |
| 2       | 430,940        | 9.893        |
| 3       | 145,781        | 3.346        |
| 4       | 81,230         | 1.865        |
| 5       | 100,777        | 2.314        |
| 6       | 55,570         | 1.276        |
| 7       | 101,127        | 2.322        |
| 8       | 911,869        | 20.934       |
| ROW     | 146,534        | 3.384        |
| TOTAL   | 2,079,976      | 47.750       |





- CSP SIGNAGE HIERARCHY
- A

SITE IDENTITY

FREESTANDING SIGNS

A-1

GOODYEAR Letters

A-2

Project Identity @ corner of 150th & McDowell (Monument)

A-3

Primary Project Identity | Tenant Freestanding

A-4

Secondary Project Identity | Tenant Freestanding Current & Future

CITY HALL | LIBRARY

Ac-4x

GOODYEAR "SCRABBLE" Building Identity

Ac-5x

Primary Building Identity (City Hall & Public Library)

Ac-6x

Secondary Building Identity (at door)

Ac-7x

Building Information (City Hall & Public Library)

Ac-8x

Building Address (at door)

Ac-8xa

Building Address (building/fire safety)

OFFICE BUILDING

Ao-7x

Building Information (Office etc)

Ao-8x

Building Address (at door)

Ao-8xa

Building Address (building/fire safety)

Ao-11x

Tenant Identity (building mounted)

PARKING GARAGE

Ag-4x

Parking Garage Identity

Ag-8xa

Building Numbers (fire safety)

Ag-11x

Entry/Exit (with headache bar)

B

WAYFINDING

B-1

Primary Vehicular Directional

B-2

Secondary Vehicular Directional

B-3

Primary Pedestrian Directional

B-4

Secondary Pedestrian Directional

B-5

Primary Directory | Kiosk (Map, Marketing, Events)

Bo-6

Primary Tenant Directory Freestanding

Bo-7

Secondary Tenant Directory Freestanding

C

INFORMATIONAL (not shown on plan)

Cx-1

Temporary/Portable Freestanding Sign

D

REGULATORY

D-1

Park Rules

D-2

Custom Upright Structure (not shown on plan) (Stop Sign, Accessible Parking...etc.)

D-3, D-3a

Custom Upright Structure (Street Sign)

D-4

Embedded Street Identification (Street Sign)

E

DEDICATORY | EGD

E-1

Dedication Plaque

E-2, E-2a

Time Capsule / 75th Anniversary

E-3

Public Art Plaque

33' Site Visibility Triangles

GLOBE CORPORATION | CITY OF GOODYEAR | RYAN COMPANIES | BUTLER DESIGN GROUP | LASKIN AND ASSOCIATES

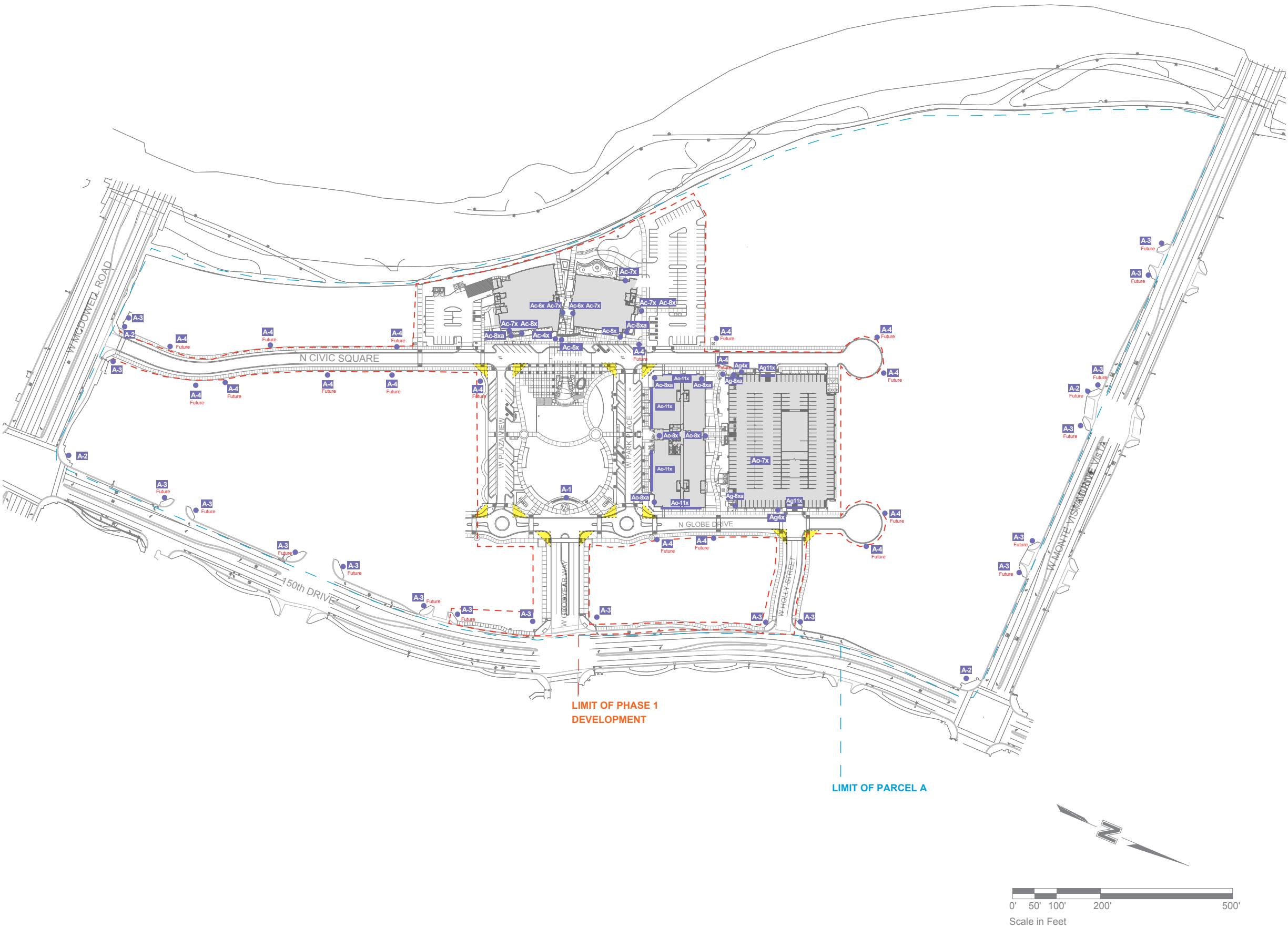
THINKING CAPS DESIGN

VISUAL COMMUNICATIONS INC.

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IDENTITY LOCATION PLAN

A SIGNS



CSP SIGNAGE HIERARCHY

- A SITE IDENTITY**
- FREESTANDING SIGNS
- A-1** GOODYEAR Letters
- A-2** Project Identity @ corner of 150th & McDowell (Monument)
- A-3** Primary Project Identity | Tenant Freestanding
- A-4** Secondary Project Identity | Tenant Freestanding Current & Future

- CITY HALL | LIBRARY
- Ac-4x** GOODYEAR "SCRABBLE" Building Identity
- Ac-5x** Primary Building Identity (City Hall & Public Library)
- Ac-6x** Secondary Building Identity (at door)
- Ac-7x** Building Information (City Hall & Public Library)
- Ac-8x** Building Address (at door)
- Ac-8xa** Building Address (building/fire safety)

- OFFICE BUILDING
- Ao-7x** Building Information (Office etc)
- Ao-8x** Building Address (at door)
- Ao-8xa** Building Address (building/fire safety)
- Ao-11x** Tenant Identity (building mounted)

- PARKING GARAGE
- Ag-4x** Parking Garage Identity
- Ag-8xa** Building Numbers (fire safety)
- Ag-11x** Entry/Exit (with headache bar)

- B WAYFINDING**
- B-1** Primary Vehicular Directional
- B-2** Secondary Vehicular Directional
- B-3** Primary Pedestrian Directional
- B-4** Secondary Pedestrian Directional
- B-5** Primary Directory | Kiosk (Map, Marketing, Events)
- Bo-6** Primary Tenant Directory Freestanding
- Bo-7** Secondary Tenant Directory Freestanding

- C INFORMATIONAL (not shown on plan)**
- Cx-1** Temporary/Portable Freestanding Sign

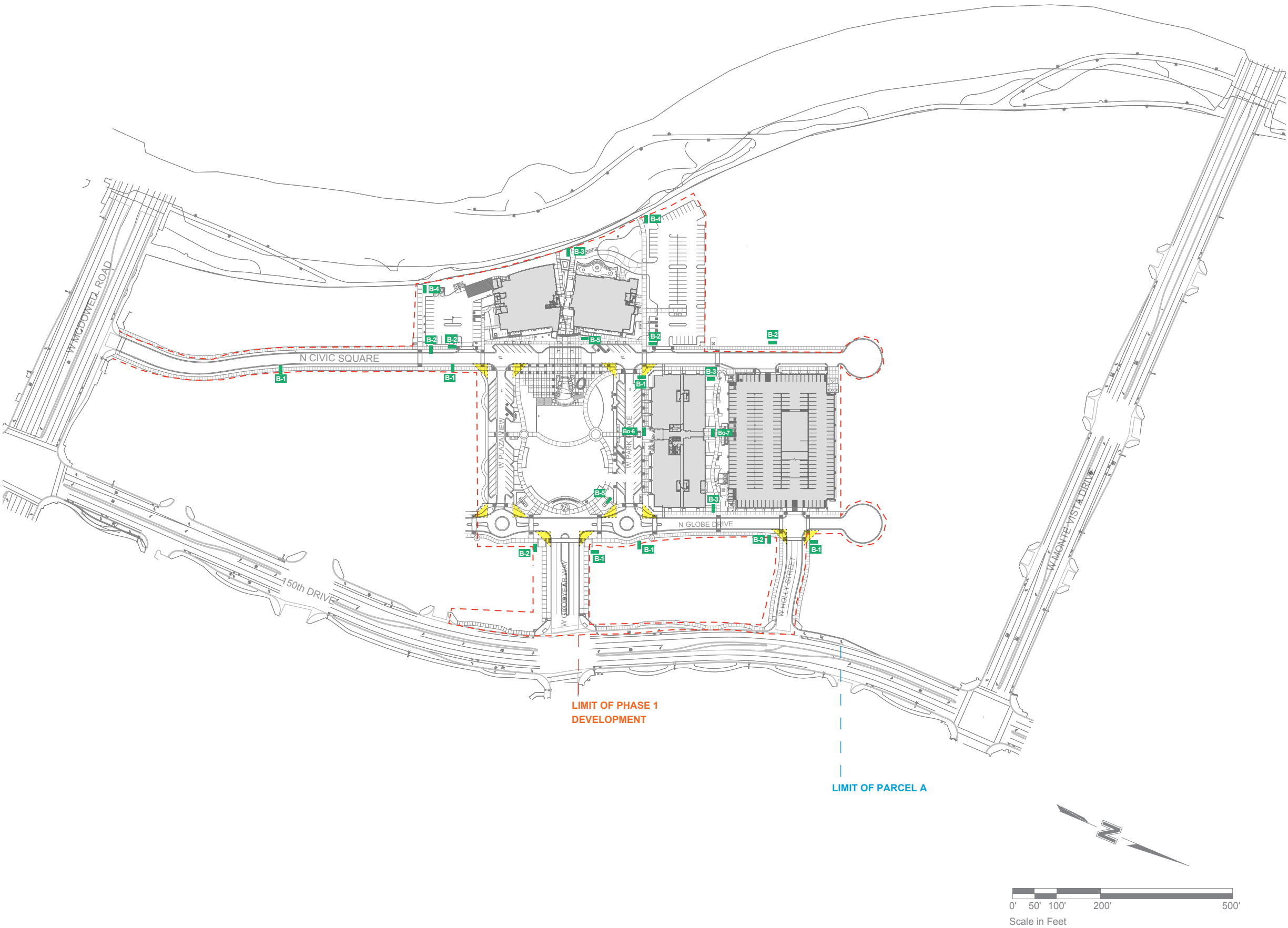
- D REGULATORY**
- D-1** Park Rules
- D-2** Custom Upright Structure (not shown on plan) (Stop Sign, Accessible Parking...etc.)
- D-3, D-3a** Custom Upright Structure (Street Sign)
- D-4** Embedded Street Identification (Street Sign)

- E DEDICATORY | EGD**
- E-1** Dedication Plaque
- E-2, E-2a** Time Capsule / 75th Anniversary
- E-3** Public Art Plaque

 33' Site Visibility Triangles

WAYFINDING LOCATION PLAN

B SIGNS



CSP SIGNAGE HIERARCHY

- A

SITE IDENTITY
- FREESTANDING SIGNS
- A-1

GOODYEAR Letters
- A-2

Project Identity @ corner of 150th & McDowell (Monument)
- A-3

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- Ao-8xa

Building Address (building/fire safety)
- Ao-11x

Tenant Identity (building mounted)

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- Ag-4x

Parking Garage Identity
- Ag-8xa

Building Numbers (fire safety)
- Ag-11x

Entry/Exit (with headache bar)

- B

WAYFINDING
- B-1

Primary Vehicular Directional
- B-2

Secondary Vehicular Directional
- B-3

Primary Pedestrian Directional
- B-4

Secondary Pedestrian Directional
- B-5

Primary Directory | Kiosk (Map, Marketing, Events)
- B-6

Primary Tenant Directory Freestanding
- B-7

Secondary Tenant Directory Freestanding

- C

INFORMATIONAL (not shown on plan)
- Cx-1

Temporary/Portable Freestanding Sign

- D

REGULATORY
- D-1

Park Rules
- D-2

Custom Upright Structure (not shown on plan) (Stop Sign, Accessible Parking...etc.)
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Custom Upright Structure (Street Sign)
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- E

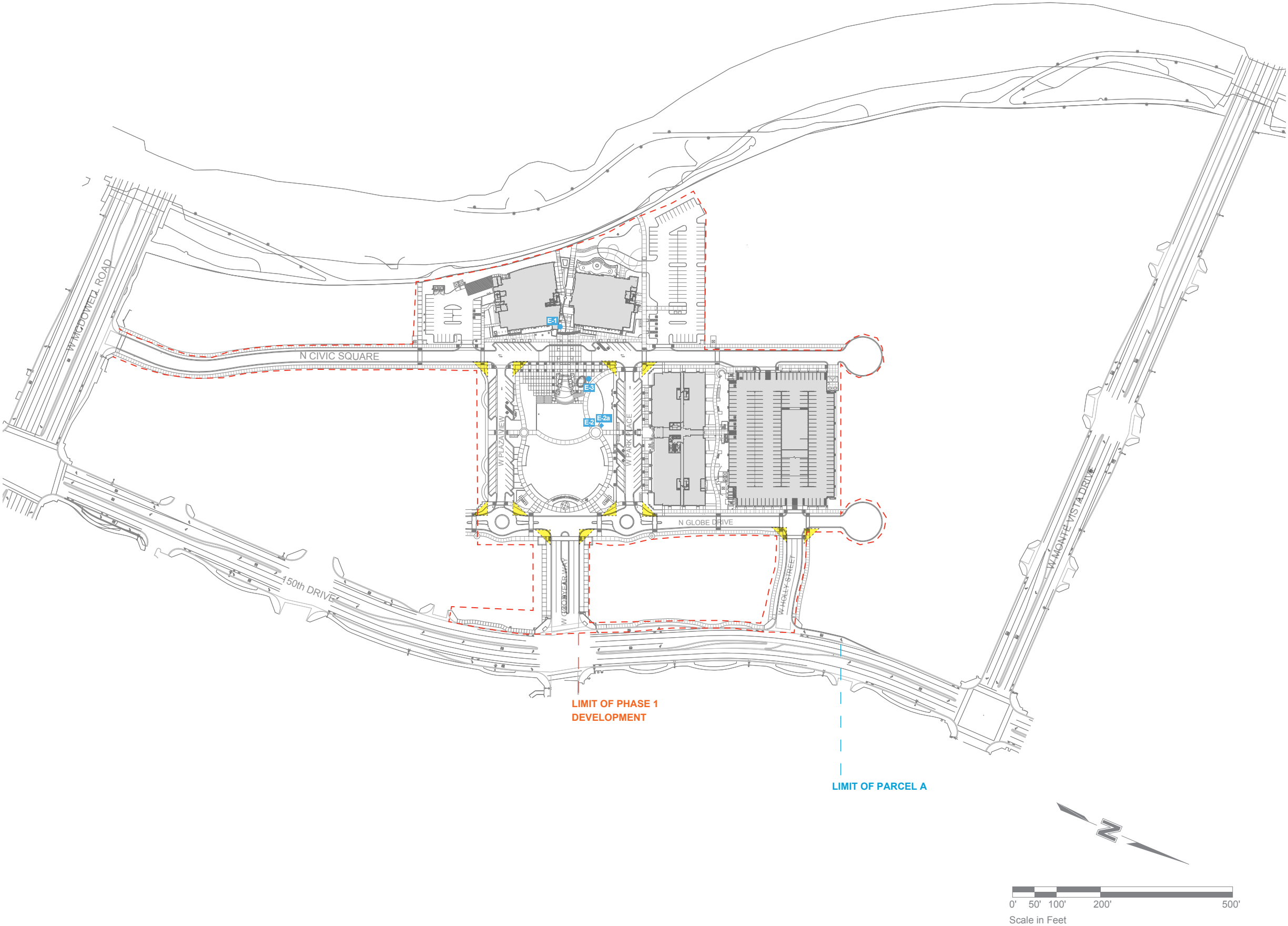
DEDICATORY | EGD
- E-1

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- E-2, E-2a

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Time Capsule / 75th Anniversary
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Public Art Plaque

33' Site Visibility Triangles

THE END



GSQ COMPREHENSIVE SIGN PLAN

PRE-APPLICATION

Project Number | PRJ21-10477

Meeting Date | April 1ST 2021

CASE NUMBER | 21-630-00002

SUBMITTAL DATE

JUNE 16TH 2021

A PARTNERSHIP:



GLOBE CORPORATION

PREPARED BY:

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