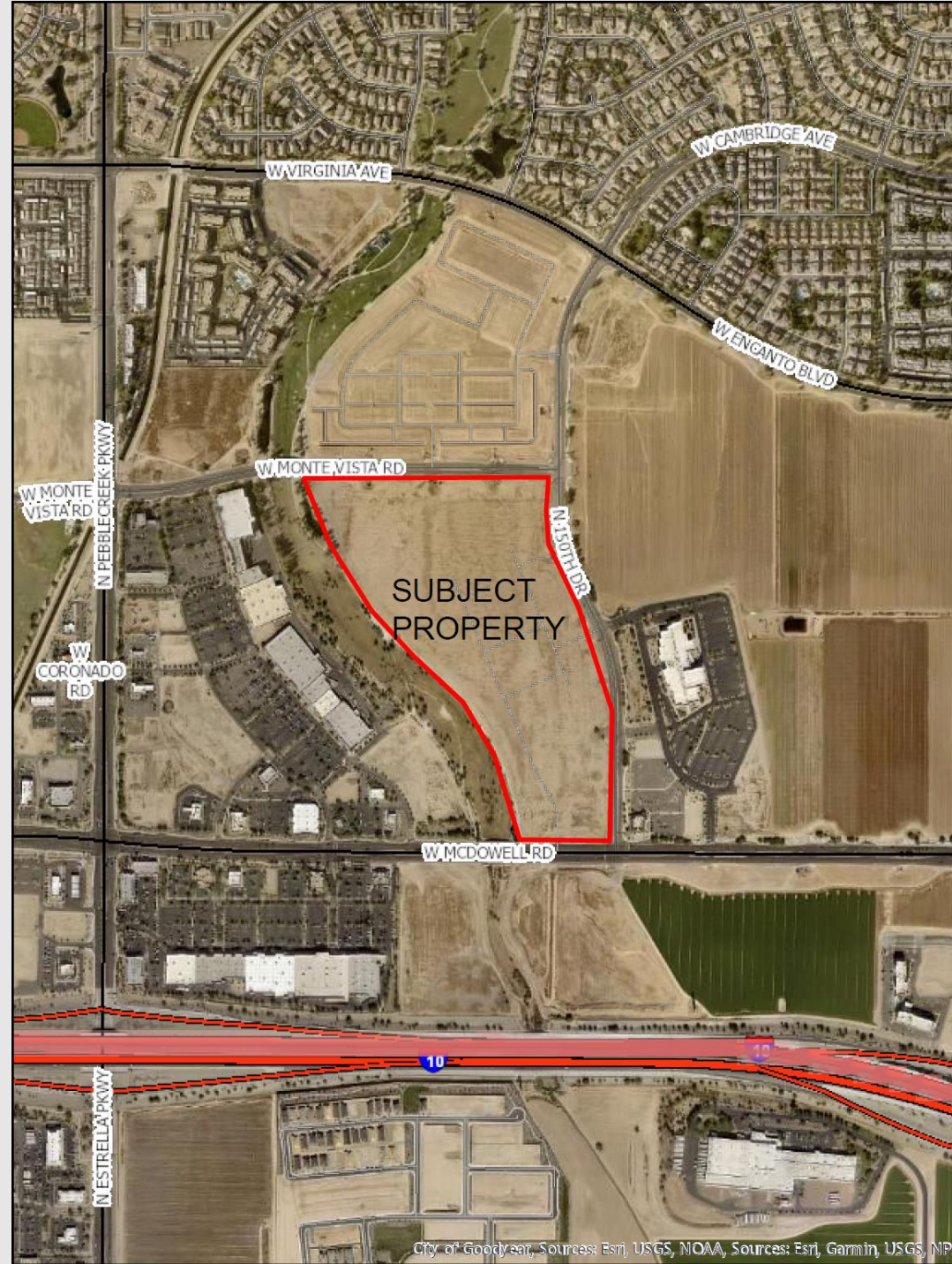
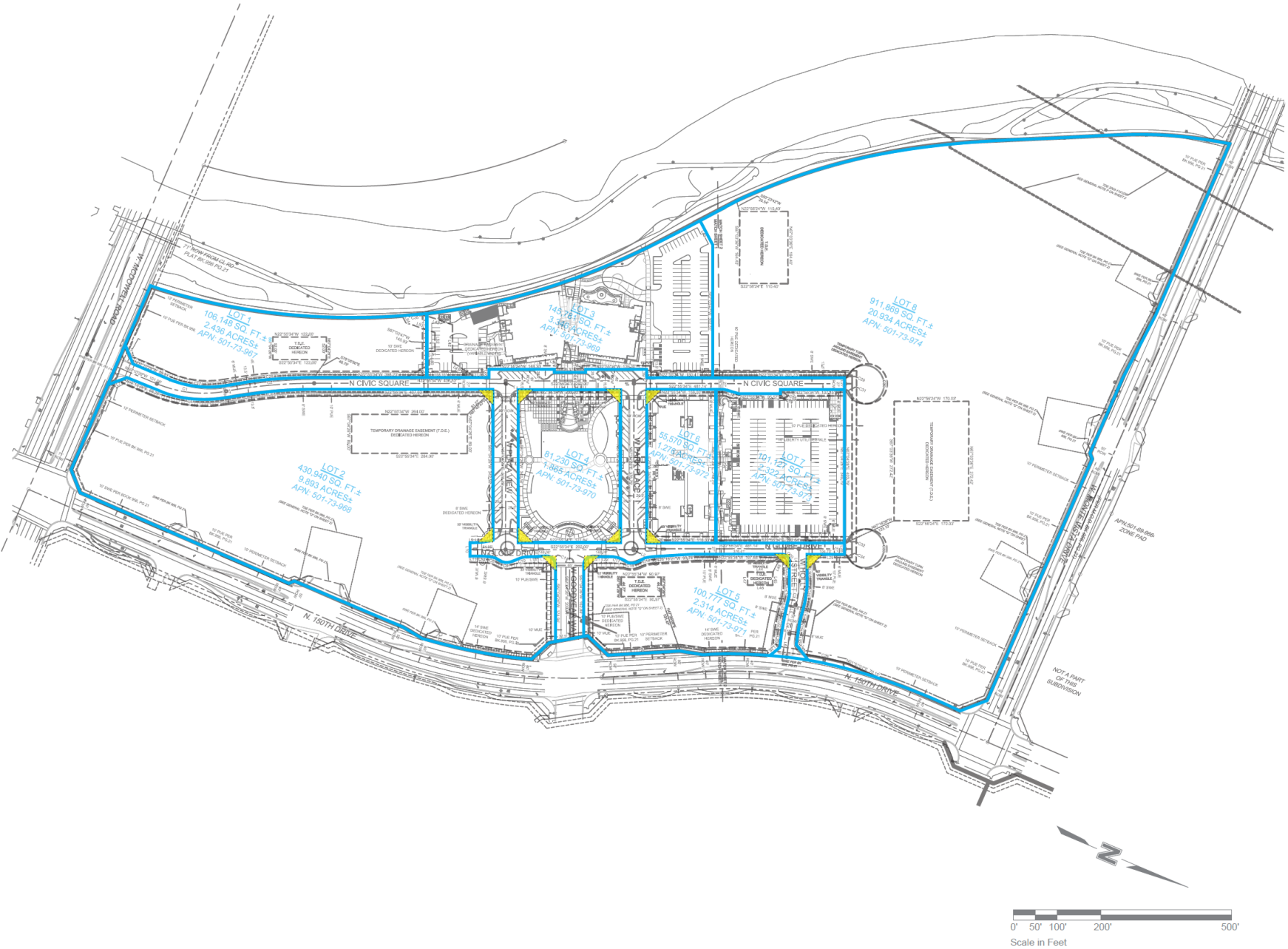




**Goodyear Civic Square Comprehensive Sign Package
Planning & Zoning Commission
July 7, 2021**

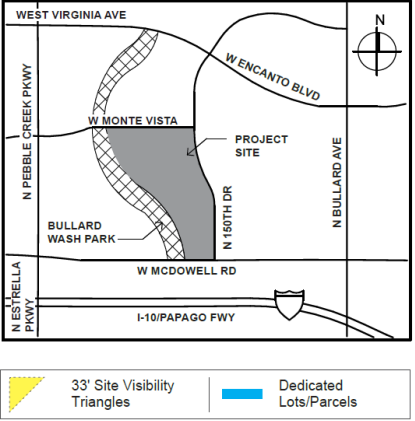




LOT AREAS

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	3.364
TOTAL	2,079,976	47.750

VICINITY MAP

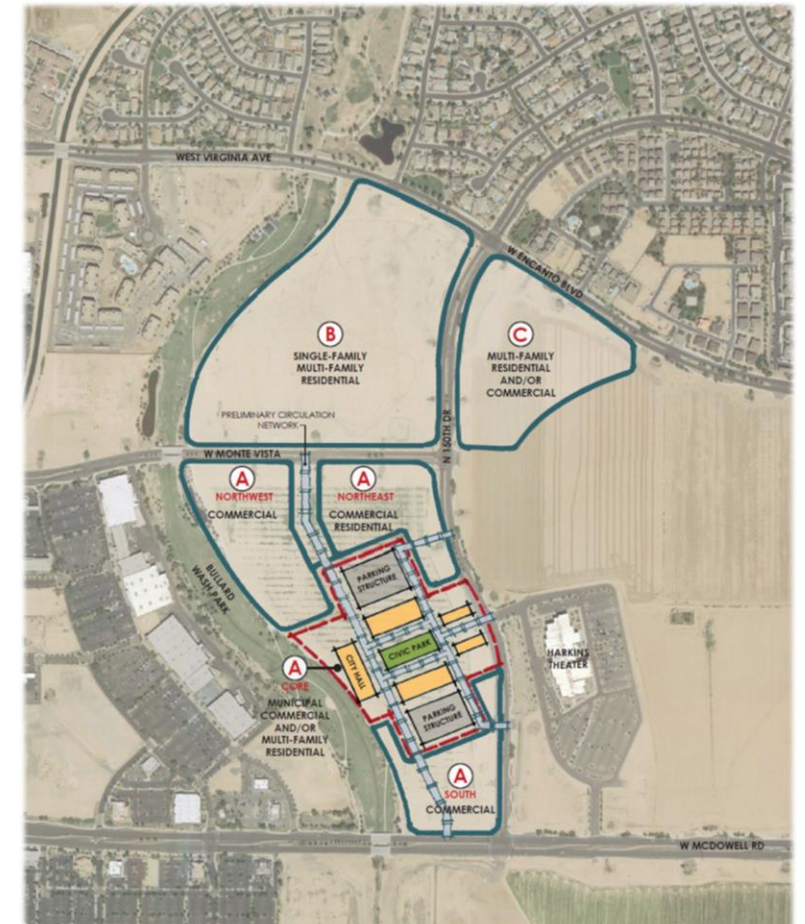


GOODYEAR CIVIC SQUARE CSP



BACKGROUND

- Goodyear Civic Square PAD
- July 2019
- Parcel A – 48 acres
- Mix of uses – civic, office, commercial & high density residential
- Proposed urban campus – unique to Goodyear



GOODYEAR CIVIC SQUARE CSP



CURRENT POLICY

- CSP – comprehensive and coordinated signage with enhanced design
- Modifications may be requested (i.e. larger signs, additional signs)
- CSP requires PZC review and CC approval

GOODYEAR CIVIC SQUARE CSP



REQUEST

- CSP includes full range of signage for urban campus
- Modifications to city sign code requested
- Larger signs, greater quantities & new sign types

PROJECT LOGO



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

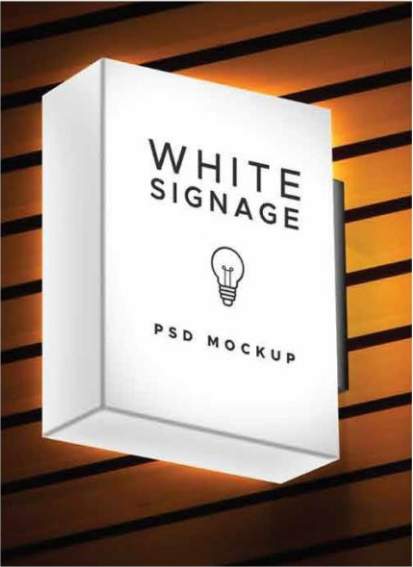
COLOR PALETTE



DESIGN THEME

JUNE 16TH 2021

clean
contemporary
CLASSIC



CLEAN LINES.
COMTEMPORARY APPROACH.
CLASSIC DESIGN.

SIGNAGE PALETTES

COLOR PALETTE



METAL PALETTE



ACRYLIC PALETTE



SIGNAGE FONTS

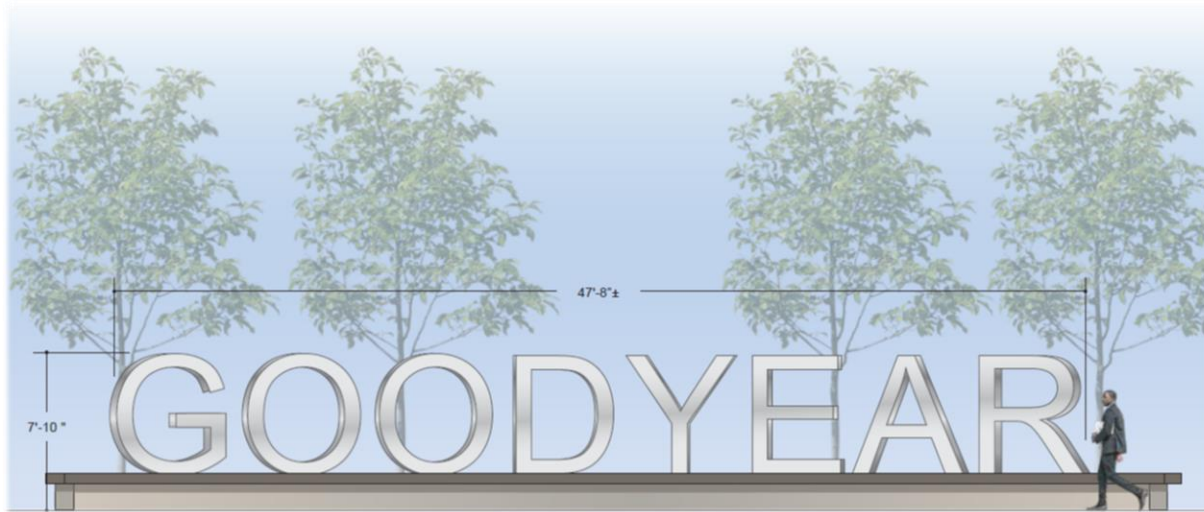
PRIMARY FONT PALETTE

CENTURY GOTHIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
CENTURY GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

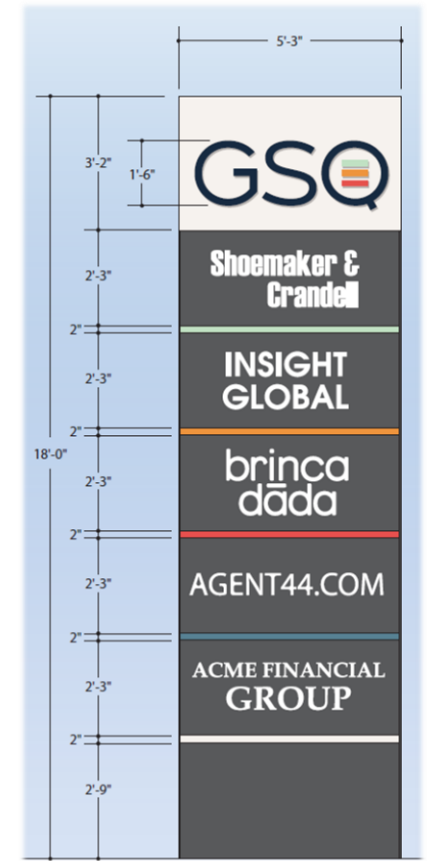
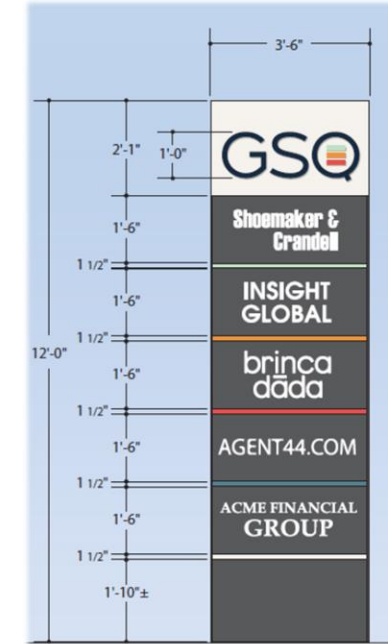
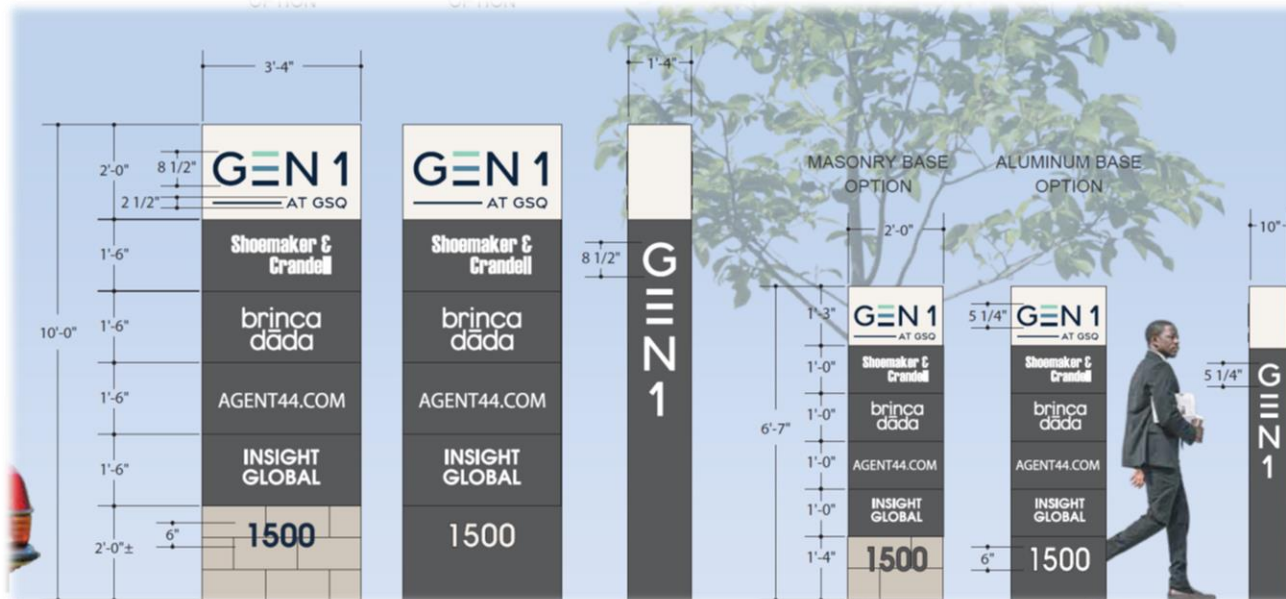
ACHITECTURAL FONT

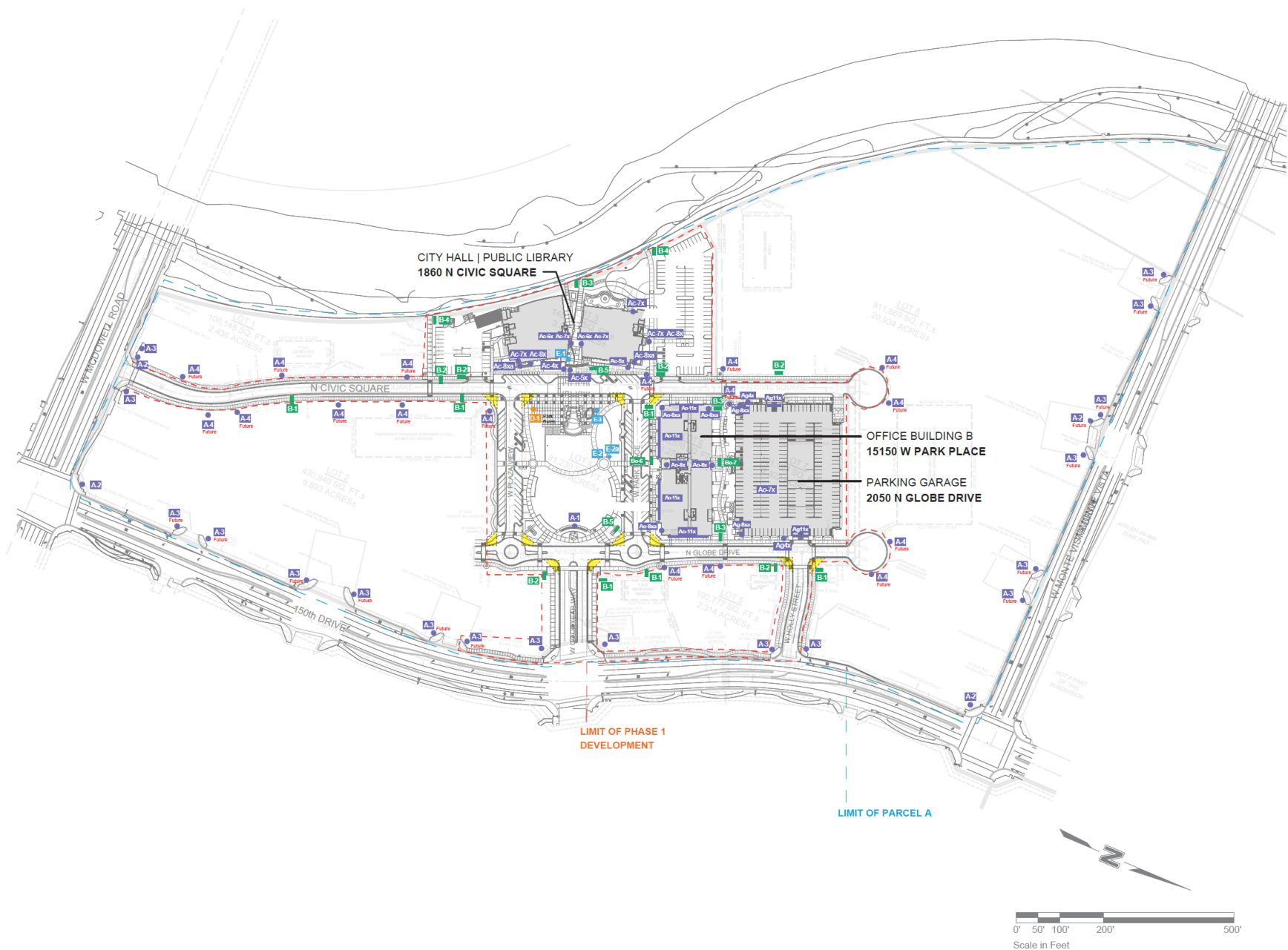
ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ



MONUMENT GROUND 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

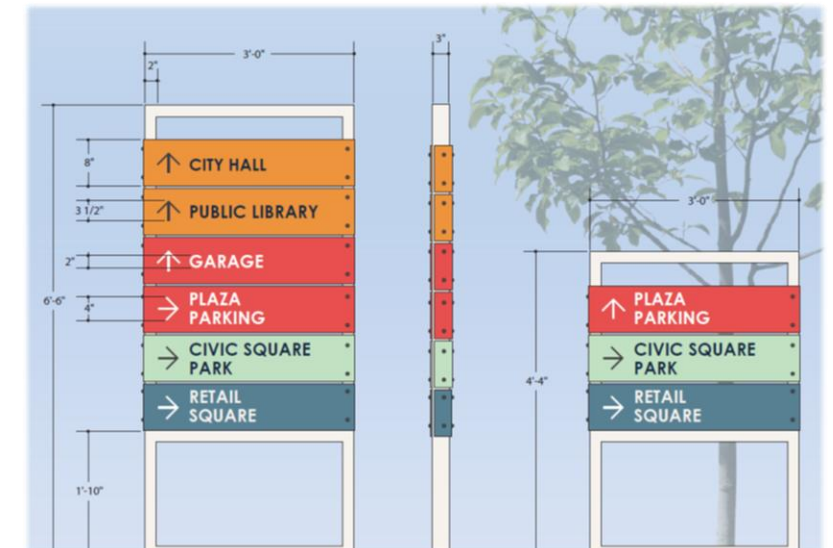
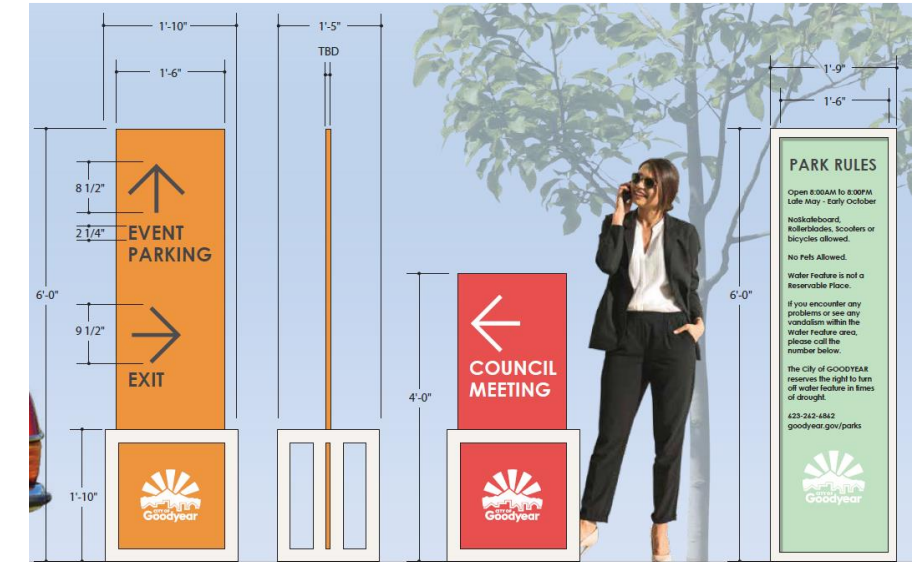
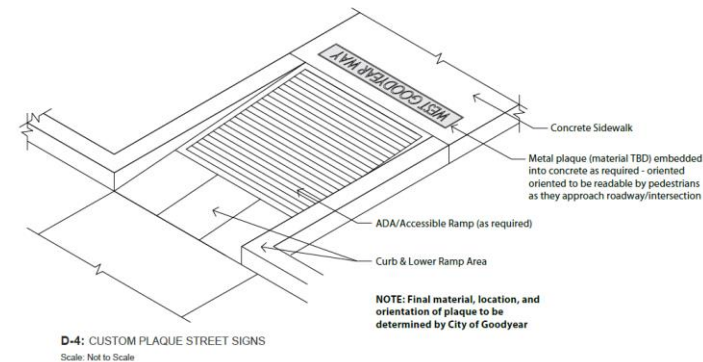
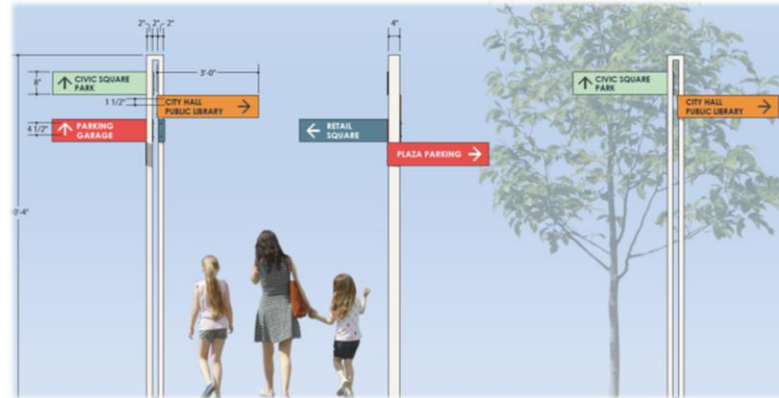
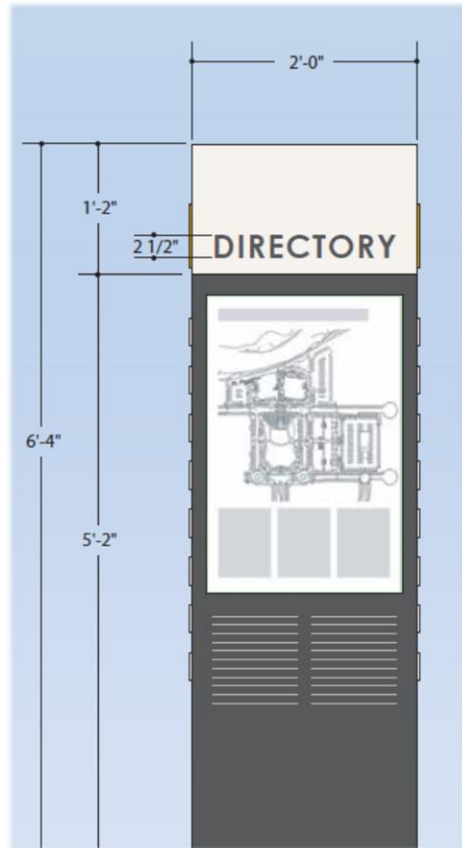
- D-1 Park Rules
- D-2 Custom Upright Structure (not shown on plan) (Stop Sign, Accessible Parking...etc.)
- D-3, D-3a Custom Upright Structure (Street Sign)
- D-4 Embedded Street Identification (Street Sign)

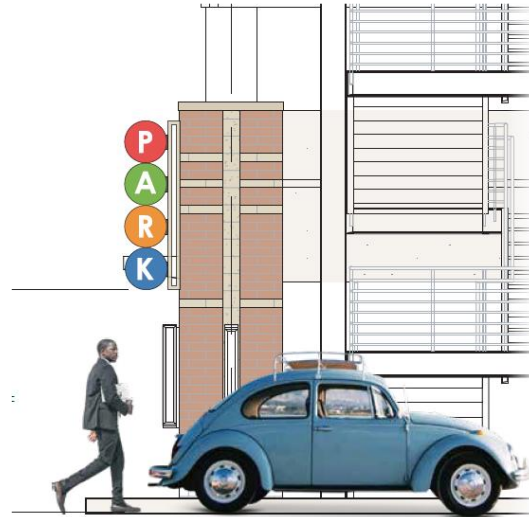
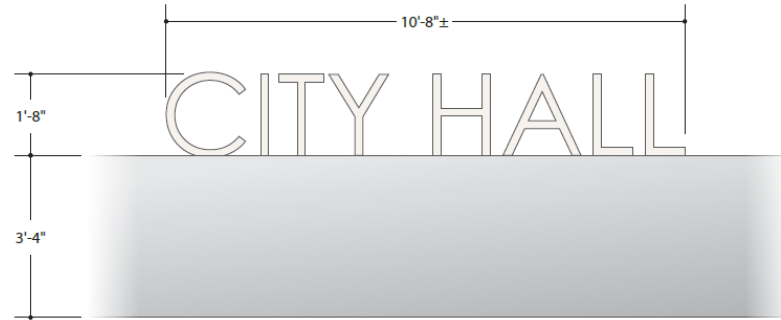
E DEDICATORY | EGD

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

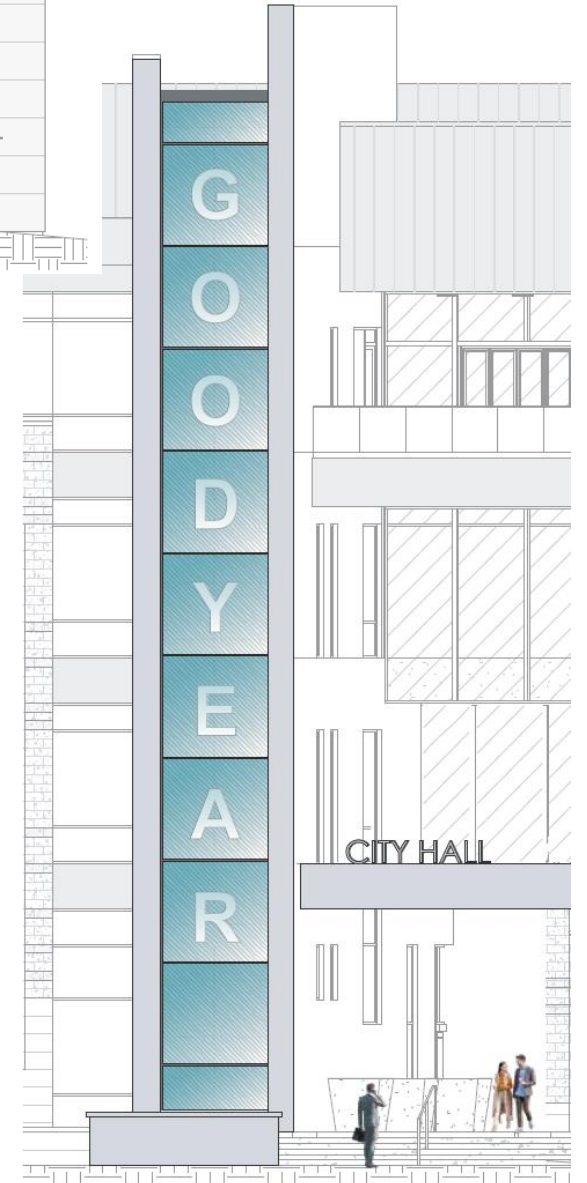
33' Site Visibility Triangles

DIRECTIONAL & TEMPORARY





BUILDING WALL SIGNS



GOODYEAR CIVIC SQUARE CSP



REQUESTED MODIFICATIONS

1. Building canopy signs – increased copy area and modified location
2. Directional signs – increased quantity, height and copy area
3. Directory signs – increase height and copy area
4. Electronic message displays - allow on directional and directory signs
5. Monument signs – increased quantity, height and copy area
6. Light pole banners (private property) – new sign type
7. Wall signs – increased copy area, modified location and new residential wall sign
8. Window signs – increased copy area
9. Temporary direction signs – new sign type
10. New custom regulatory/street sign design
11. Dedication, time capsule and artist plaques
12. Sign setback – one foot
13. Placement of signs in certain easements
14. Measure sign height from adjacent grade

GOODYEAR CIVIC SQUARE CSP



EVALUATION CRITERIA

- Do size & location offer sufficient visibility & legibility?
- Harmonious & enhanced design?
- Compatible with adjacent land uses?
 - Planned urban campus unique to Goodyear
 - Buildings close to street
 - Mix of uses (civic, recreation, professional office, retail, high density residential)
 - Vehicular and pedestrian wayfinding
 - Cohesive design will complement campus design theme
 - Surrounding area will be higher intensity/density development

GOODYEAR CIVIC SQUARE CSP



FINDINGS & RECOMMENDATION

- Request meets evaluation criteria
- While significant, modifications are appropriate & acceptable
- Goodyear Civic Square – unique & urban
- Recommend approval with four stipulations