

Comprehensive Sign Package

Evergreen Development
2390 E. Camelback Rd. Suite 410
Phoenix AZ

Estrella Commons District
NEC Estrella Pkwy and Rosevelt Rd
Goodyear, AZ

September 3, 2021

Prepared by:



Address: 2831 W. Weldon Ave. | Phoenix, AZ 85017
Phone: 602-272-9356 | Fax: 602-272-4608
www.bootzandduke.com

COMPREHENSIVE SIGN PACKAGE
ESTRELLA COMMONS
GOODYEAR, ARIZONA

I. INTRODUCTION

This Comprehensive Sign Package has been established with the purpose of providing attractive and appropriate wayfinding signage for the retail and residential tenants of the Estrella Commons District.

Properly adhered to, the criteria will ensure that tenant identification is consistent in quality and is compatible with the overall architectural character of the development and competitive with surrounding established developments.

This proposed package has been divided into two sections, the first being the freestanding signage elements, the second being building wall signs. Each section and sign type explains if the signage meets the current ordinance, or if it is proposed to exceed the current City code. The written descriptions for the elements outline the reasons for the requests. All signs will need city permits prior to installation. If this CSP is silent on any sign standards, refer back to City of Goodyear sign code.

II. FREESTANDING SIGNS INTRODUCTION

Estrella Commons District is a mixed-use retail and multifamily development located on the Northeast corner of Roosevelt Rd. and Estrella Pkwy.

Project Colors and Materials

The appearance of Estrella Commons District is contemporary southwest, with an eclectic mix of shapes and earth tones. The sign system is derived from the architecture, creating a cohesive design package throughout the project.

The project colors used in the architectural package will also be used throughout the signage package to unify the signage with the site.

The darker colors will be used in areas that will not be changed to maintain a consistency in the signage elements.

Lighter colors in the palette will be used in the areas where tenants could change. Lighter colors will not exhibit as much color change when new panels are placed adjacent to older ones.

SIGN NUMBER	TYPE/DESCRIPTION	QTY	OVERALL HEIGHT	LOCATION	CENTER ID SQUARE FOOTAGE	TENANT PANEL SQUARE FOOTAGE	NUMBER OF TENANT PANELS	CODE
1	E1 - MAIN PROJECT ID	1	1'-2" (14") LETTERS ON A 5'-8" (68") WALL	SWC of the Development (at the NEC of the intersection)	18.67 SQUARE FEET	N/A	N/A	TO MATCH DEVELOPMENT
2	M1a - FREESTANDING MULTI-TENANT MONUMENT	1	14'-0" OVERALL HEIGHT 12'-8" TO TOP OF COPY	1 - ALONG ROOSEVELT RD	N/A	57.50 Sq. Ft.	5 TENANT PANELS	1 PER ENTRANCE 12 FT. TALL 48.00 SQ. FT. COPY
3	M1b - FREESTANDING MULTI-TENANT MONUMENT	1	14'-0" OVERALL HEIGHT 12'-8" TO TOP OF COPY	1 - ALONG ESTRELLA PKWY	N/A	Tenants: 57.50 Sq. Ft. Apartment: 17.58 Sq. Ft. Total: 72.08 Sq. Ft.	5 TENANT PANELS AND ILLUMINATED APARTMENT COPY	1 PER ENTRANCE 12 FT. TALL 48.00 SQ. FT. COPY
4	TRAFFIC DIRECTIONAL	PER GOODYEAR ZONING ORDINANCE	3'-0" TALL FROM GRADE	PER GOODYEAR ZONING ORDINANCE	N/A	6.00 Sq. Ft.	1 PANEL	3 FT. TALL 6.00 SQ. FT. COPY
5	DRIVE-THRU MENU	1 PRE MENU 1 MAIN MENU BOARD PER LANE	8'-0" TALL FROM GRADE	MINIMUM 30' FROM RESIDENTIAL PROPERTY LINE AS SHOWN ON EACH PAD	N/A	25.00 Sq. Ft.	N/A	2 PER DRIVE LANE 8 FT. TALL 25.00 SQ. FT. COPY
6	F1 - FUEL CENTER GROUND SIGN	1	8'-0" OVERALL HEIGHT 6'-8" TO TOP OF COPY	1 - ALONG ESTRELLA PKWY	N/A	23.80 Sq. Ft.	1 PANEL AND FUEL PRICE DIGITAL DISPLAYS	8 FT. TALL 24.00 SQ. FT. COPY
7	M2 - APARTMENT CENTER GROUND SIGN	1	8'-0" OVERALL HEIGHT 6'-8" TO TOP OF COPY	1 - ALONG ROOSEVELT RD	N/A	29.39 Sq. Ft.	1	6 FT. TALL 32.00 SQ. FT. COPY
8	APARTMENT DIRECTORY SIGNS	PER GOODYEAR ZONING ORDINANCE	6'-0" TALL FROM GRADE	PER GOODYEAR ZONING ORDINANCE	N/A	18.00 Sq. Ft.	1	18.00 SQ. FT. COPY

III. FREESTANDING SIGN HIERARCHY

Estrella Common District will feature various freestanding signs. Below is the project's freestanding sign type hierarchy and locations.

Sign Type 1-MAIN PROJECT ID

Low profile project identification corner wall sign integrated with architectural materials and colors.

Sign Type 2-FREESTANDING MULTI-TENANT MONUMENT SIGN

These signs will identify the project and include five(5) panels. A total of one(1) identification location, along Roosevelt Rd.

Sign Type 3-FREESTANDING MULTI-TENANT MONUMENT SIGN

These signs will identify the project and include five(5) panels and will also include illuminated lettering on the sign base for the apartment site identification. A total of one(1) identification location, along Estrella Pkwy.

Sign Type 4- TRAFFIC DIRECTIONAL

These signs will provide vehicular oriented information on site as well as along roadways for special/restricted entry points and Drive -Thru locations.

Sign Type 5- DRIVE-THRU MENU BOARDS

These signs will provide menu information for vehicular oriented information on site and for special/restricted entry points, drive-thru, etc.

Sign Type 6- FUEL CENTER GROUND SIGN

This sign will identify the fuel center with a tenant panel and will also identify fuel center pricing. Located along Estrella Pkwy.

Sign Type 7- APARTMENT DEVELOPMENT SIGNS

This sign will identify the apartment development name located along Roosevelt Rd.

Sign Type 8- APARTMENT DIRECTORY SIGNS

One (1) freestanding sign shall be permitted for each building onsite, and one (1) sign shall also be permitted for each entrance to the property..

CODE STANDARDS FOR ALL FREESTANDING SIGNS

LANDSCAPE REQUIREMENTS

For all multi-tenant freestanding signs, a landscaped area shall be provided on premises at the street frontage at the base of the sign, which shall extend a minimum of four (4) feet beyond the perimeter section of the sign structure at its widest point.

SETBACKS

No signs shall be located in any public right of way but may be located at the property line with the leading edge of the sign.

*All Electrical service to all freestanding signs will be buried underground on a separate permit by others.

Tenant	Sign Type	Function	Location	Size	Illumination	Materials	Code
Pad Buildings	Wall mounted signs	Tenant Identification	All elevations that offer readability	1 sf/1' linear foot of front elevations; and ½ sf/1 linear foot of other walls upon which signage is placed. 200 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material	Meets Code
Multifamily	Wall mounted signs	Building Identification	Within at least three feet of the main entry	3 Sq. Ft. Max of 6' Tall in Height	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material	Meets Code

*Pad Tenant to determine which building fascia will be considered the front of the building.

IV. RETAIL BUILDING MOUNTED WALL SIGNAGE

SIZE AND LOCATION SPECIFICATIONS:

All Occupants must have storefront signs fabricated from internally illuminated individual pan channel letters, logos, and wall cabinet signs. Wall cabinet signs limited to 10 Sq. Ft.

LOCATIONS:

Centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits.

LAYOUT RESTRICTIONS:

The overall length of any sign shall not exceed 80% of the architectural frontage on which it is placed. The overall height shall not exceed 70% of the most narrow portion of the vertical fascia height on which it is placed.

V. STOREFRONT SIGNAGE & GRAPHICS

No more than 25% of each individual window, panel or awning area may have signage/graphics applied to, or within three feet (3') behind the window area.

Storefront graphics aggregate allowances include all temporary signage applications and/or any permanent identification signage.

LAYOUTS:

All Storefront signage and graphic layouts shall be approved in writing by the Committee for quality and consistency prior to submittal to the City of Goodyear for permitting approvals.

RESTRICTIONS:

Storefront graphics may not be neon-tubing elements or use fluorescent colors.

No printed, hand lettered, window painted sales promotions will be allowed.

Printed menus are not allowed to be taped to windows. Menus for take out or eat in restaurants or in-store services must be within an architecturally integrated enclosed design element and shall not exceed the 25% of the window/panel area. These may be internally illuminated.

Signage/Graphics or any material applied to the windows is not allowed except for what is stated above.

V. GENERAL SIGN STANDARDS AND REQUIREMENTS

All signs at Estrella Commons District must be compatible with the standards outlines in these Comprehensive Sign Package Standards. The purpose of the sign standards is to ensure an attractive shopping environment and to protect the interests of the surrounding neighborhood, Developer and Owner/Occupants of all parcels within Estrella Commons District. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Owner/Occupant.

Sign Consultant: Andy Gibson
Bootz & Duke Sign Co. • 2831 W. Weldon Ave. | Phoenix, AZ 85017
Phone: 602-272-9356 • Fax: 602-272-4608 • andy@bootzandduke.com

E1

Manufacture and Install Reverse Pan Channel Letters for Entry Wall
18.60 Sq. Ft. Scale: 1/4" - 1'-0"

- Returns: .063" CLC 3" Deep Painted
- Faces: .090" Aluminum Painted
- Backs: 3/16" White Lexan Clip Mounted to the Returns
- Illumination: White LEDs
- Power Supplies: Remote in Transformer Box
- Installation: Spaced 1" off the Entry Wall Fascia

To Match/Mirror Existing



LED Halo-Illuminated Pan Channel Letters

.063" Aluminum Returns 3" Deep

Clips to Secure Lexan Back

.090" Aluminum Face

LED Lights

.177" White Lexan Backs

6" Studs with Nuts Spaced 1"

Wood Structure with Stucco Face

Metal Transformer Box

Disconnect Switch

LED Transformer 120 Volt Primary to 12 Volt Secondary

Primary Power in 1/2" Flex Conduit

J-Box with Power Provided by Customer Electrical Contractor

Electrical Specifications

☒ U.L. Required ☐ Other ☐ Non U.L. Required

☒ 120 Volts ☐ 277 Volts ☐ Other

(1) 20 Amp Circuits Necessary 2.5A Actual Amp Load

All Signs Fabricated as per 2017 N.E.C. Specifications

☒ Sign(s) to be manufactured to U.L. specifications and will bear the U.L. label(s). Install in accordance of the National Electrical Code.

☒ This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code or Other Applicable Local Codes.

☒ The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.

All Signs Fabricated per A.S.A. Specifications & 2018 I.B.C.

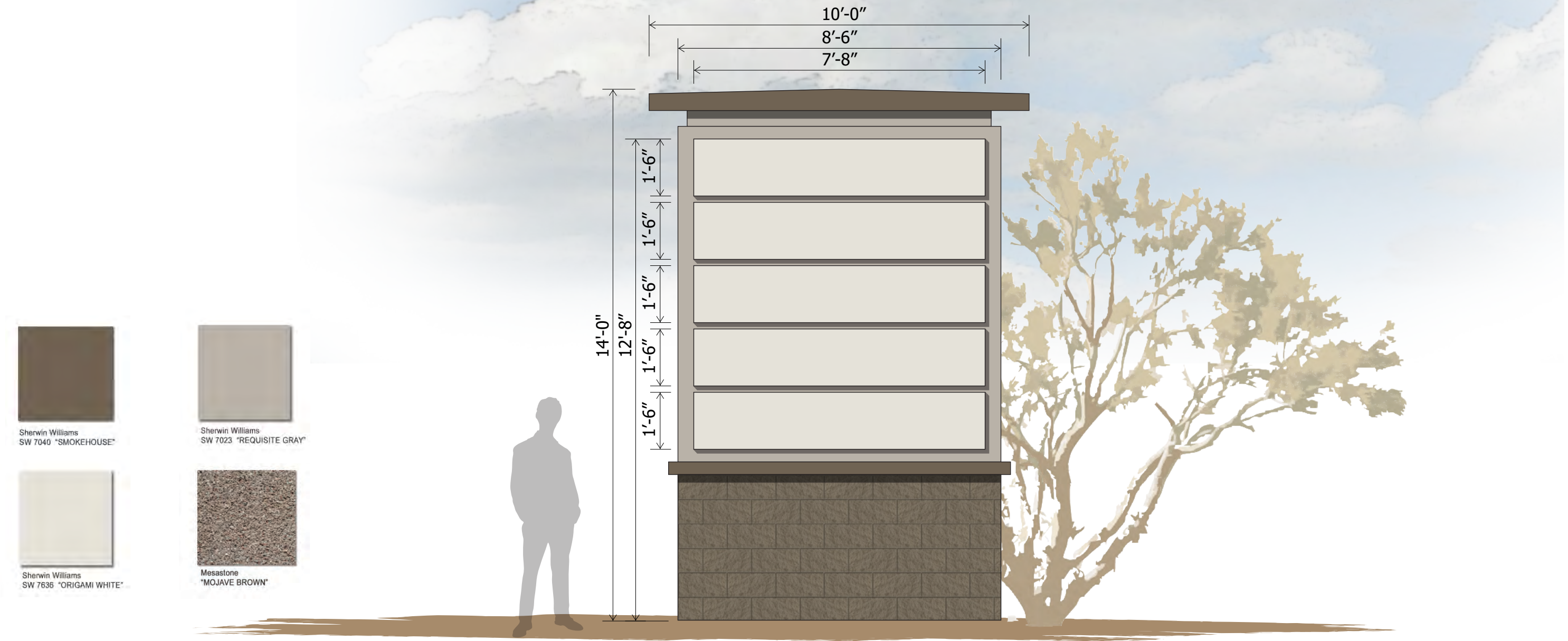


M1a

Manufacture and Install One(1) Internally Illuminated Monument Sign on Rosevelt
Monument Sign: Scale: 3/8" - 1'-0"

- **Structure:** Aluminum Angle Skinned with .090" Aluminum Painted
- **Faces:** Routed .125 Painted
- **Backed:** 3/16" Acrylic Stud Mounted to the Face
- **Vinyl:** Colors TBD
- **Illumination:** LEDs Spaced as Necessary for Ample Illumination
- **Power:** Power Supplies in Sign
- **Installation:** On ASA Pipe and Footer at Customer Specified Location

11.50 Per Panel x 5 = 57.50 Sq. Ft.



M1b

Manufacture and Install One(1) Internally Illuminated Monument Sign on Estrella Monument Sign: Scale: 3/8" - 1'-0"

- **Structure:** Aluminum Angle Skinned with .090" Aluminum Painted
- **Faces:** Routed .125 Painted
- **Backed:** 3/16" Acrylic Stud Mounted to the Face
- **Vinyl:** Colors TBD
- **Illumination:** LEDs Spaced as Necessary for Ample Illumination
- **Power:** Power Supplies in Sign
- **Installation:** On ASA Pipe and Footer at Customer Specified Location

Reverse Pan Channel Letters:

- **Returns:** .063" CLC 3" Deep Painted Satin White
- **Faces:** .090" Aluminum Painted Satin White
- **Backs:** 3/16" White Lexan Clip Mounted to the Returns
- **Illumination:** White LEDs
- **Power Supplies:** Remote in Transformer Box
- **Installation:** Spaced 1" off the Building Fascia

11.50 Per Panel x 5 = 57.50 Sq. Ft.
 Apartment Copy = 14.58 Sq. Ft.
 Total = 72.08 Sq. Ft.



Sherwin Williams
SW 7040 "SMOKEHOUSE"



Sherwin Williams
SW 7023 "REQUISITE GRAY"



Sherwin Williams
SW 7636 "ORIGAMI WHITE"



Mesastone
"MOJAVE BROWN"



M2**Manufacture and Install One(1) Internally Illuminated Monument Sign****Monument Sign:**

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

- **Structure:** Aluminum Angle Skinned with .090" Aluminum Painted
- **Faces:** Routed .125 Painted
- **Backed:** 3/16" Acrylic Stud Mounted to the Face
- **Vinyl:** Colors TBD
- **Illumination:** LEDs Spaced as Necessary for Ample Illumination
- **Power:** Power Supplies in Sign
- **Installation:** On ASA Pipe and Footer at Customer Specified Location

Tenant Panel = 29.39 Sq. Ft.



F1**Manufacture and Install One(1) Internally Illuminated Monument Sign****Monument Sign:**

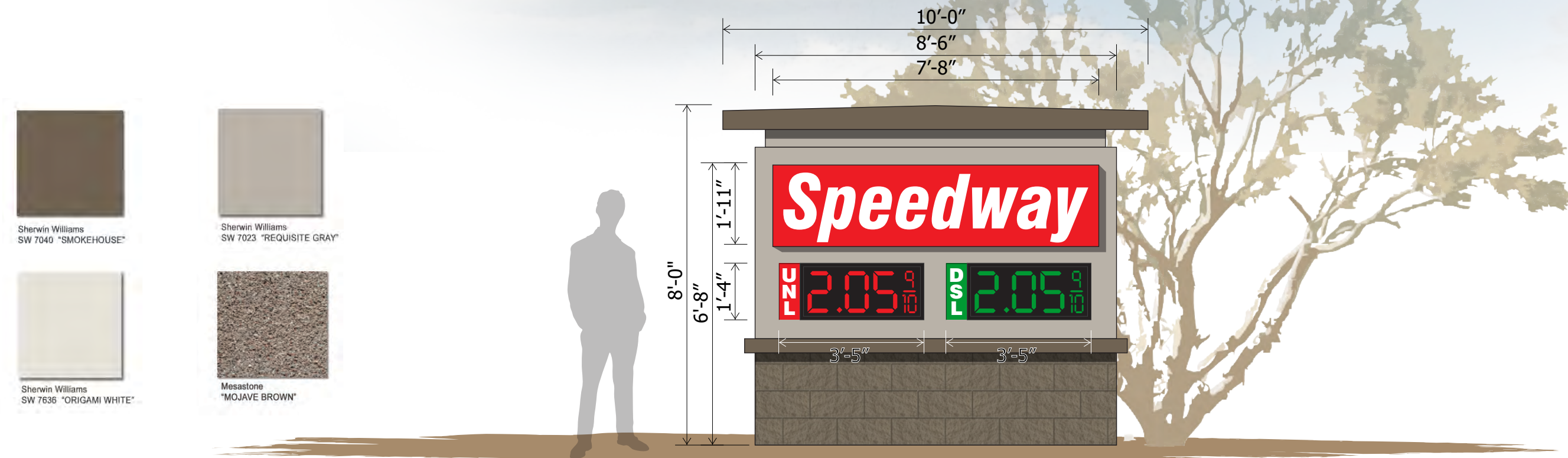
Scale: 3/8" - 1'-0"

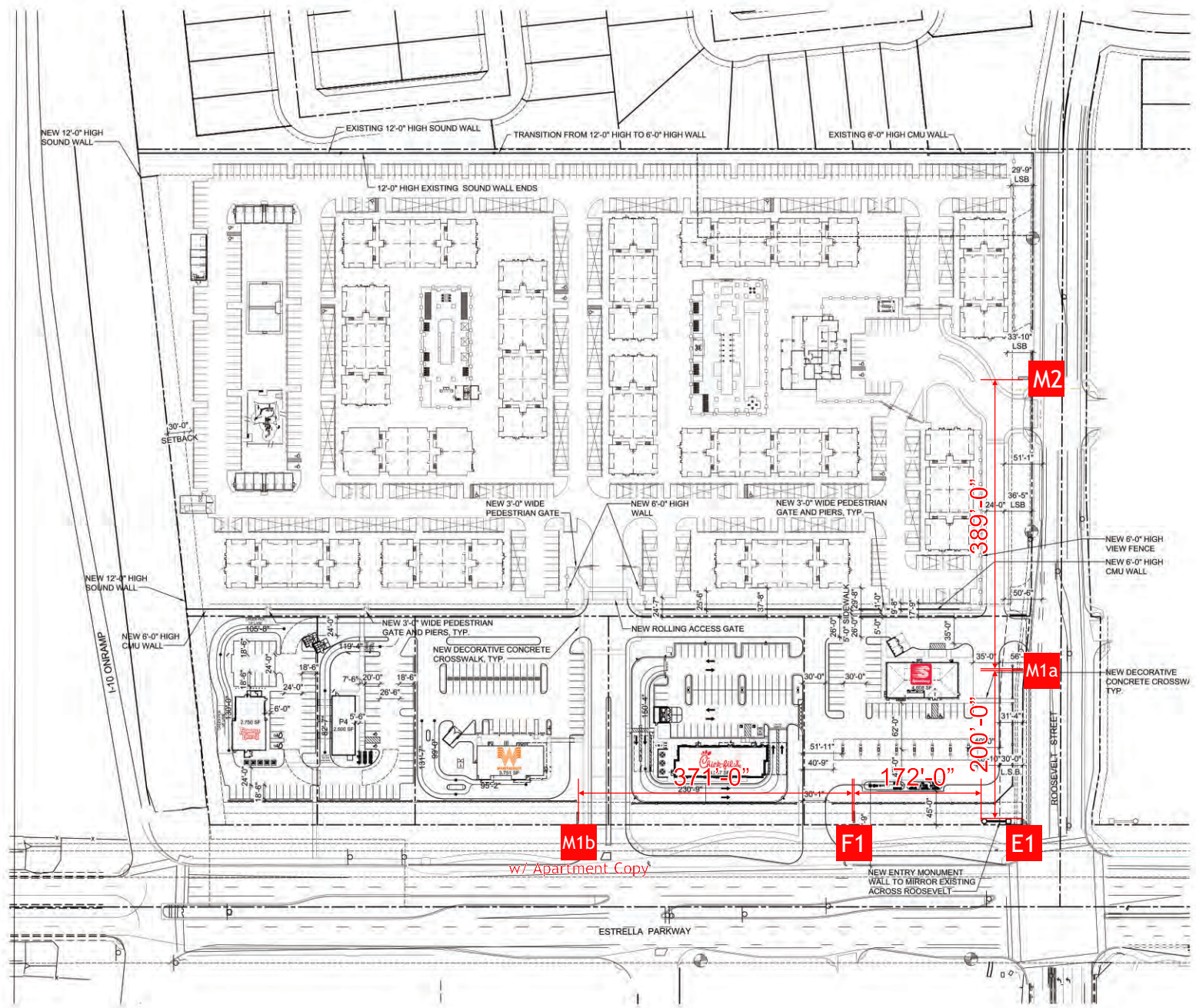
- **Structure:** Aluminum Angle Skinned with .090" Aluminum Painted
- **Faces:** Routed .125 Painted
- **Backed:** 3/16" Acrylic Stud Mounted to the Face
- **Vinyl:** Colors TBD
- **Illumination:** LEDs Spaced as Necessary for Ample Illumination
- **Power:** Power Supplies in Sign
- **Installation:** On ASA Pipe and Footer at Customer Specified Location

Tenant Panel = 14.69 Sq. Ft.

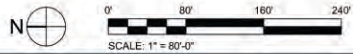
Fuel Display = 9.11 Sq. Ft.

Total = 23.80 Sq. Ft.





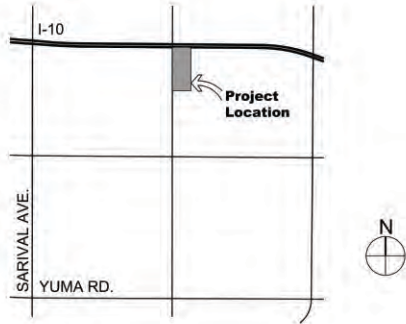
CONCEPTUAL SITE PLAN
SCALE: 1" = 80'-0"



SITE DATA

APN:	500-10-860
ZONING (EXISTING):	PAD
USE (EXISTING):	UNDEVELOPED
USE (PROPOSED):	LIMITED SERVICE RESTAURANT W/ DRIVE-THRU
SITE AREA (NET):	
P1	82,278 SF (1.88 AC.)
P2	73,208 SF (1.68 AC.)
P3	72,435 SF (1.66 AC.)
P4	36,641 SF (0.84 AC.)
P5	36,727 SF (0.84 AC.)
MULTI-FAMILY	735,059 SF (16.87 AC.)
TOTAL	1,036,296 SF (23.79 AC.)
BUILDING DATA:	
P1	4,608 SF
P2	4,947 SF
P3	3,751 SF
P4	2,500 SF
P5	2,750 SF
TOTAL:	18,556 SF
BUILDING LOT COVERAGE:	
	6.16%
PARKING (1/300 RETAIL/C-STORE, 40% DINING-1/50, 60% KITCHEN-1/150, PATIO-1/150):	
REQUIRED:	
P1	16 SPACES
P2	63 SPACES
P3	45 SPACES
P4	32 SPACES
P5	44 SPACES
TOTAL:	200 SPACES
PARKING PROVIDED:	
P1	31 SPACES
P2	60 SPACES
P3	48 SPACES
P4	40 SPACES
P5	47 SPACES
SUB-TOTAL PROVIDED:	
(STANDARD)	216 SPACES
(ACCESSIBLE)	10 SPACES
TOTAL PROVIDED:	226 SPACES
PARKING RATIO:	
	12.18%

VICINITY MAP:



SITE PLAN
Estrella Commons Mixed-Use Development
NEC Roosevelt Street & Estrella Parkway
Goodyear, AZ 85338

05.21.2021
PROJECT NO.: 20085



4650 E. Cotton Center Boulevard Phoenix, AZ 85040
602.395.1000 www.verticaldesignstudios.com