

10 Goodyear – Comprehensive Sign Package

Project Narrative

Introduction

10 Goodyear is a PAD zoned property of approximately 138 net acres located at the southwest corner of the I-10 and Loop 303 freeway interchange.

The proposed Comprehensive Sign Package (CSP) describes the criteria for signage at the site; outlined in terms of size, location, quantity, design, illumination, color and materials.

The purpose of this package is to ensure unified signage throughout the development that is complementary to and integrated with the architectural design and character of the buildings.

The sign types include: Primary Project Monument, Secondary Project Monument, Tenant Monument, Tenant ID Wall Sign, Address Sign, Vehicle Directional, Entry Door Graphics and Campus Sign

Primary Project Monument

The Primary Project Monuments occur as a flanking pair on either side of the main driveway entrance to 10 Goodyear. They are intended to identify the site to drivers and provide confirmation that this is the primary entrance.

The proposed size of the monuments exceeds the current city criteria (see CSP sheet 0.1). The primary entrance is located on the North frontage of the property and given that this frontage is just over half a mile long, the monuments need to be larger than typical to be visible. The primary entrance is one of three entrances on the North frontage, so it is necessary for the Primary Monuments to be large enough to make an impact to distinguish the entrance from the two secondary ones.

The pairing of the Primary Monuments on either side of the driveway creates a welcoming feeling as well as the practicality of being visible from both approaching directions. They are also complementary to the scale of the site; smaller monuments would not fit the character of the large property and the vast open space along Interstate 10 Frontage Road.

Secondary Project Monument

The Secondary Project Monuments occur as pairs at all of the secondary entrances, plus one single monument leading from Roosevelt St. into the 10 Goodyear property. The pairing of the monuments creates that feeling of welcome and visibility from both approaches, similar to the Primary Project Monuments, but the design of the Secondary Project Monuments is noticeably different so that the two entrance types do not get confused. The Secondary Project Monuments do not exceed the city sign criteria.

The design of the Secondary Project Monuments includes the same stone base and copy as the Primary Project Monuments to create cohesion between sign types.

Tenant Monument

The purpose of the Tenant Monuments is to identify each building and its tenant(s). They are located at public driveways and public intersections, with the intention to be visible to drivers from all approach points to each building. The Tenant Monuments will confirm for drivers that they are at the correct building and that the tenant they are seeking is at that address.

The design of the Tenant Monuments is simple so as to not compete with any tenant names, and the colors and materials are cohesive with the other signs in the package.

Please note that two of the Tenant Monuments (Sign Type 4A) are proposed adjacent to Buildings A and E at the Site entrance along the Interstate 10 Freeway frontage road. We are requesting these signs be permitted at their proposed locations with a maximum sign copy area of 48 square feet. Though these Tenant Monuments exceed the city's size requirements, they are necessary to ensure adequate visibility. Buildings A and E are accessed from a one-way only frontage road along the I-10 Freeway which creates a unique condition for the Site. If the signage along the frontage road is not easily visible, visitors are likely to miss the entrance forcing them to go approximately 2 miles out of the way to get back to the entrance. Again, permitting these Tenant Monuments is necessary to avoid confusion for visitors of the Site. Further, permitting these signs will not set a precedent for other projects in Goodyear as primary access from a one-way frontage road is exclusive to this project.

These Sign Type 4A Tenant Monuments will tie in the design, colors, and materials used in the CSP. Utilizing these thematic elements will create a complementary, cohesive design and sense of place throughout the Site.

Tenant ID Wall Sign

The Tenant Wall ID Signs are intended to identify the occupant(s) in each building at 10 Goodyear. They will work in tandem with the Tenant Monuments to confirm to drivers that the business they seek is located in the building.

The sign sizes follow what is described in the city criteria. The tenants may choose to use project colors or may use their brand colors (subject to landlord and/or city approval).

Address Sign

The Address Signs identify the street address/building number for each of the buildings in the development, matching the Tenant Monument address/building number. All buildings will have at least (1) address sign, Building C will have a minimum of (2) due to its the large size.

The Address Signs will be placed on the most visible elevation of each building, i.e. the elevation a driver would approach from the Primary Entrance.

The Address Signs will be in a project color that contrasts with the part of the building on which it is placed for maximum legibility.

Vehicle Directional

The Vehicle Directionals assist drivers in navigating their way around 10 Goodyear and are located at entry driveways and major intersections. The colors and materials used are cohesive with other sign types in the CSP.

The size of the signs exceeds the city criteria for Directionals, but we feel the proposed size is necessary for visibility since many of the visitors to the site will be truck drivers who are at a higher vantage point than car drivers.

Entry Door Graphics

The Entry Door Graphics identify the building entrance door of tenant(s) within a building as well as provide accessibility and safety information. The Graphics will confirm for visitors that they are at the correct door, especially in cases where a building has multiple tenants.

Campus Sign

This sign was an addition requested by the Fire Dept. of the City of Goodyear after the Pre-Application Review. It was recommended that a sign should be posted at each entry driveway that showed an outline of the buildings and drive aisles to assist Fire or other emergency services to navigate the property. The colors and materials for this sign are within what is outlined for the property.