



Estrella Falls and GSQ

Comprehensive Sign Package (CSP)





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February 2000

- Rezone from AU to Final PAD, Mixed Uses





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September 2006

- Council approves the Estrella Falls CSP





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September 2006

- Use Permit approved for two freeway pylon signs





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April 2016

- Estrella Falls CSP amendment



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April 2016

- Use Permit approved for third freeway pylon sign
- One with electronic display

FREEWAY PYLONS
PERSPECTIVE #1





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July 2019

- Rezone 104 acres to Goodyear Civic Square (GSQ) at Estrella Falls PAD





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July 2021

- Goodyear Civic Square CSP approved
 - Created design standards for GSQ





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February 2023

- Rezone 152 acres to GSQ Regional Center PAD





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Three Separate PADs

- Goodyear Planned Regional Center
- Goodyear Civic Square
- GSQ Regional Center





Estrella Falls and GSQ

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Two approved CSPs with varying design themes

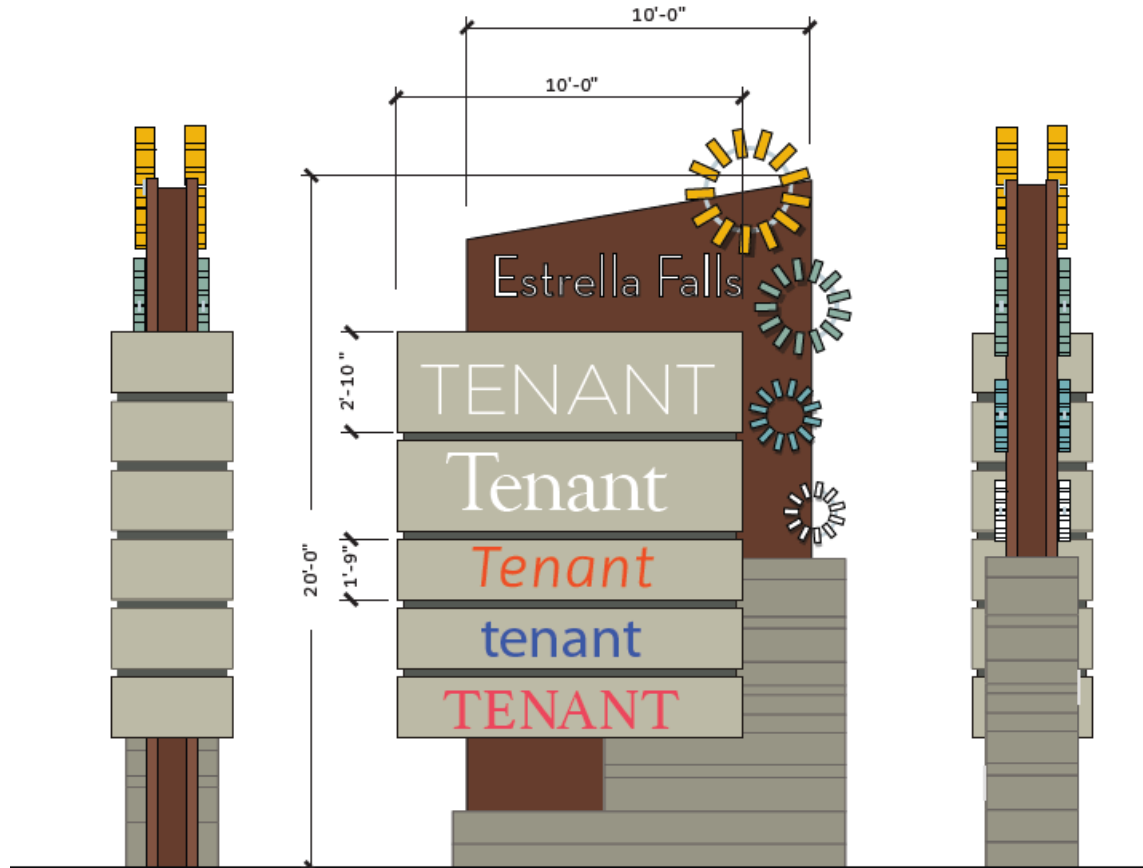
- Estrella Falls CSP
- Goodyear Civic Square (GSQ) CSP



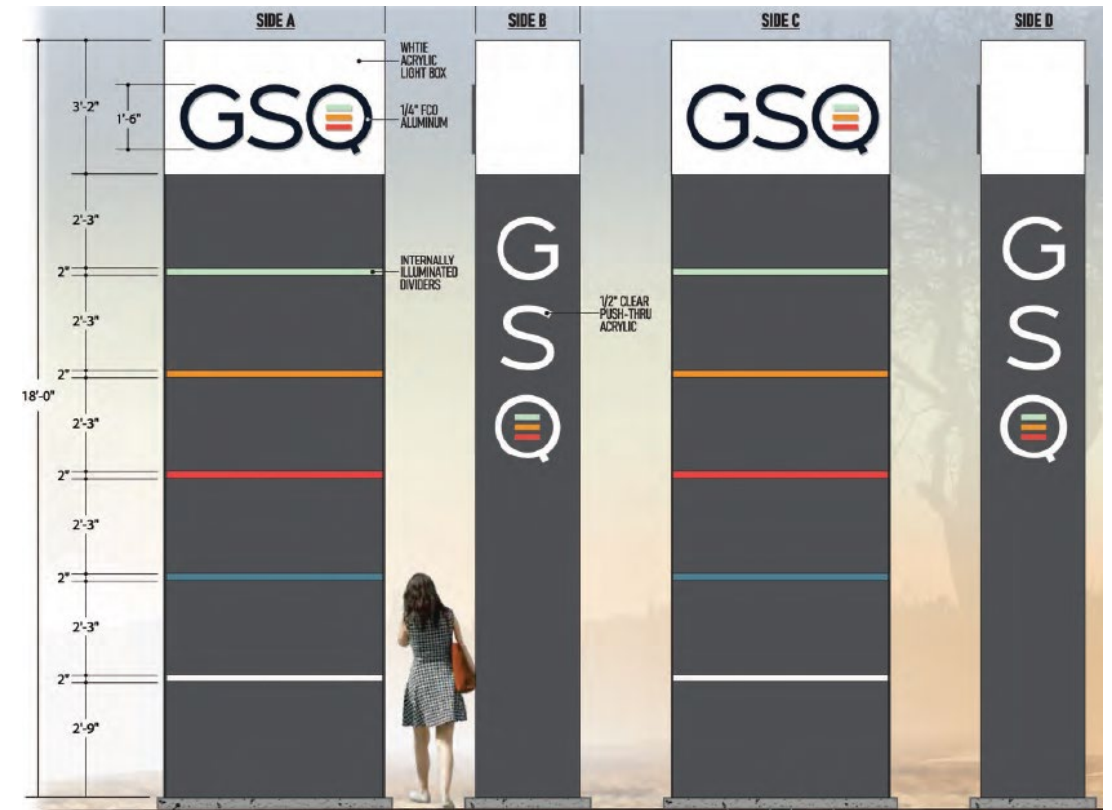
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ESTRELLA FALLS MONUMENT SIGN



GOODYEAR CIVIC SQUARE MONUMENT SIGN





Estrella Falls and GSQ

Comprehensive Sign Package (CSP)

Approval of a new CSP

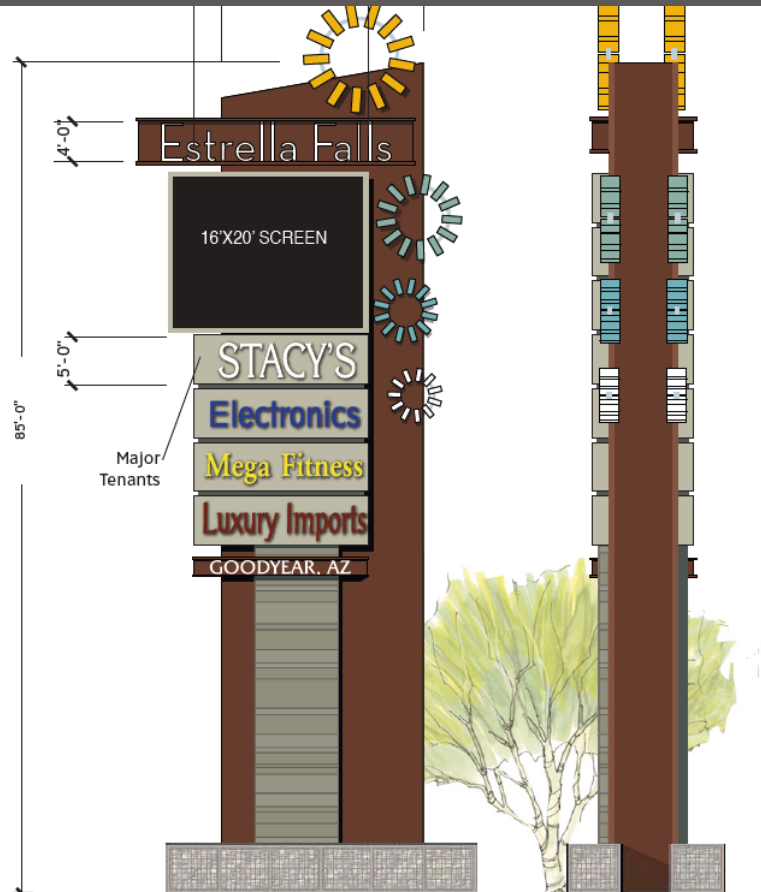
- Largely impacting GSQ Regional Center site
- Creates one CSP
- GSQ will have cohesive feel



Estrella Falls and GSQ

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ESTRELLA FALLS DIGITAL FREEWAY PYLON SIGN



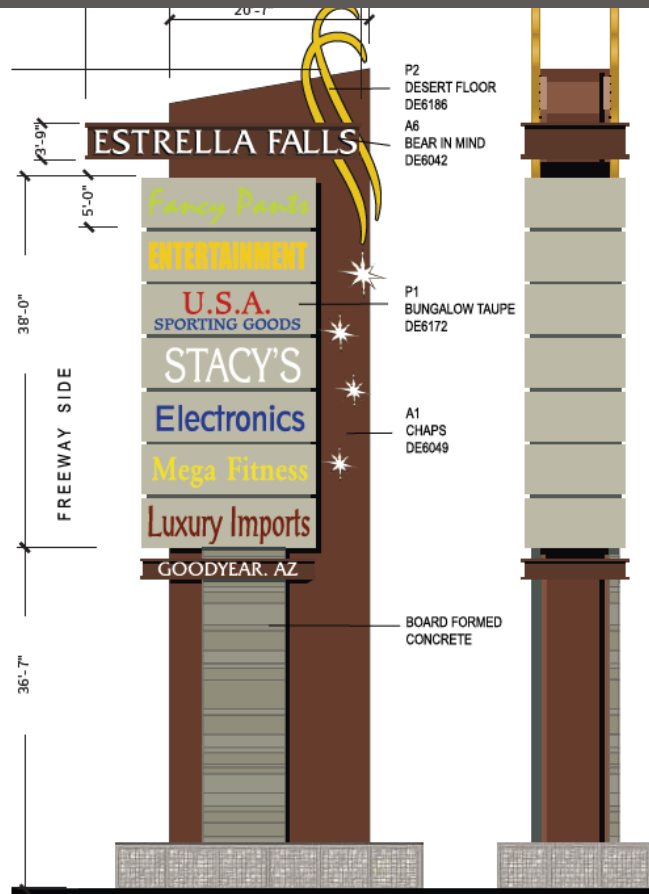
UPDATED DIGITAL FREEWAY PYLON SIGN



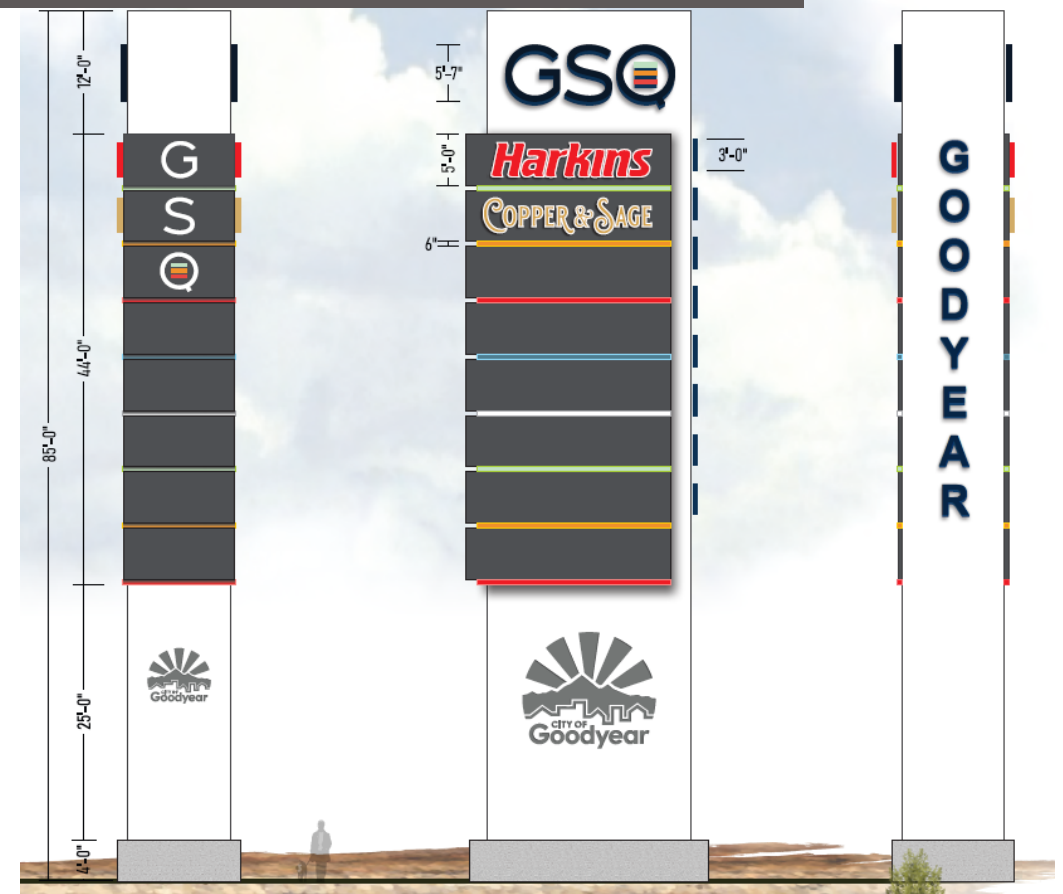
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ESTRELLA FALLS FREEWAY PYLON SIGN



UPDATED FREEWAY PYLON SIGN

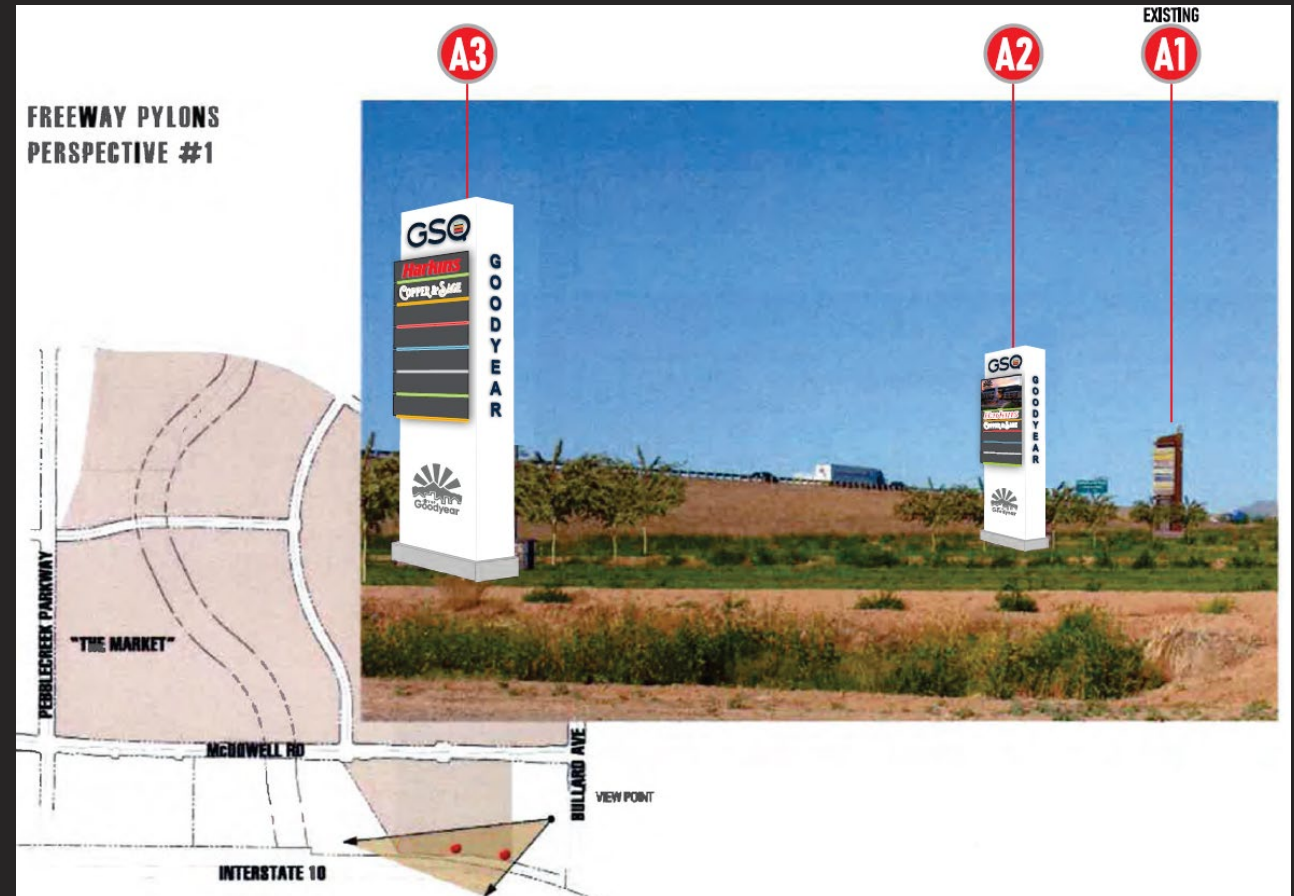


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Updated Pylon Design

- A1 – Existing
- A2 & A3 – Future

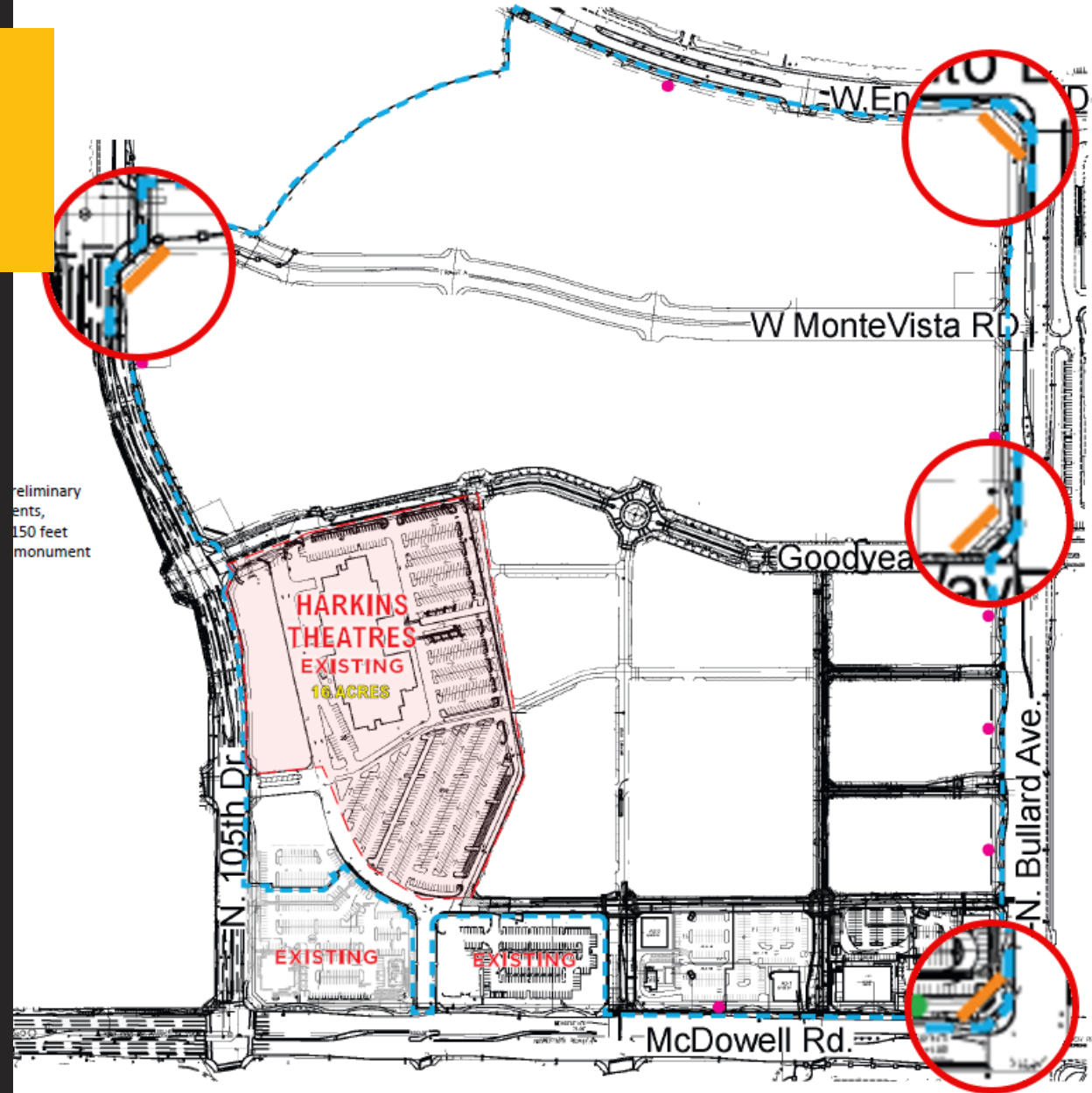
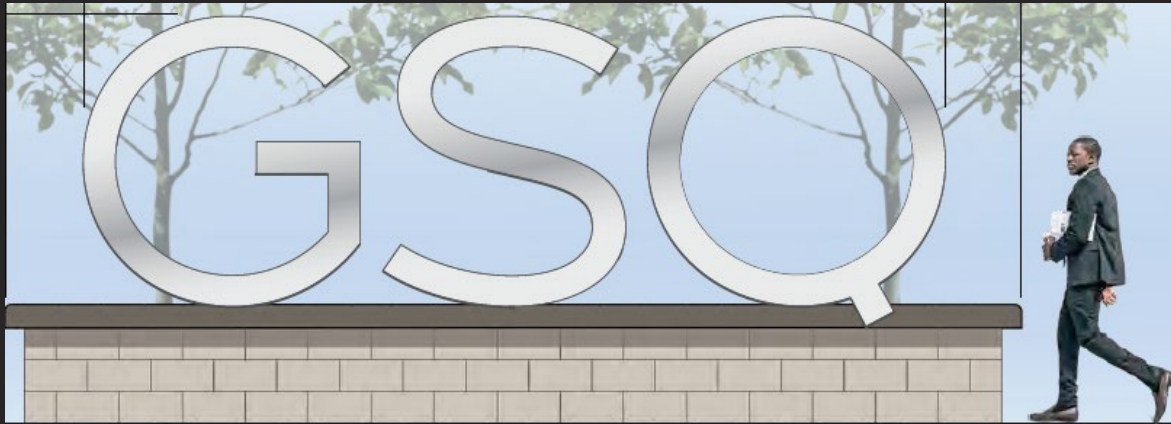




Estrella Falls and GSQ

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GSQ Identification Letters





GSQ Comprehensive Sign Plan (CSP) CSP Amendment

Recommendation:

Approve the Estrella Falls and GSQ Comprehensive Sign Plan, subject to stipulations.



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Four Sign Zones

- Zone 1: Estrella Falls
- Zone 2: GSQ
- Zone 3: GSQ Regional
- Zone 4: Zoning Ordinance

