

**MR. SODEN** stated that he felt this case should be continued to allow the applicant time to address the issue of the washes and the relation of the building envelopes to the drainage pattern on the site.

**MS. DRAKE** stated she would like to see the applicant present a better case for the amended development standards in terms of showing what the benefit of that reduction would be.

**MR. SODEN MADE A MOTION TO CONTINUE CASE 13-PP-00 UNTIL OCTOBER 5, 2000 TO ALLOW THE APPLICANT TO ADDRESS THE WASHES AND BUILDING PADS AND THE AMENDMENT TO THE DR STANDARDS PER THE BOARD'S COMMENTS. SECOND BY MS. DRAKE.**

**THE MOTION PASSED WITH A VOTE OF SEVEN (7) TO ZERO (0).**

#### **REGULAR AGENDA**

14.     4-MS-00                   SHOPS AT GAINES VILLAGE  
                                  MASTER SIGN PROGRAM  
                                  DFD ARCHITECTURE,  
                                  ARCHITECT/DESIGNER

**MR. KOZALL** presented this request as per the project coordination packet. Staff is recommending approval subject to the following stipulations:

1.     Any addition change or modification to this master sign program requires Development Review approval.
2.     No signage above the roof line.
3.     No temporary or portable signage permitted
4.     Neon color to be low intensity (4500 white).
5.     7000 ft of tenant space in building A and B may utilize corporation color.

(THERE WERE NO CITIZEN COMMENT CARDS ON THIS CASE)

**COUNCILMAN ZRAKET** requested that the applicant address the height and size of the letters on top of the building.

**JOHN BERRY**, attorney representing the applicant, stated that it would be their position that the issue of the height and size of the letters is not within the purview or jurisdiction of the Design Review Board.

**BENJAMIN FRANTZ**, Scottsdale & Doubletree LLC, 1411 N. Tatum Blvd, Phoenix, applicant, stated that this is a resort boutique retail development and the signage was designed to compliment the center. The letters will be a copper color and a maximum of 24 inches.

**COUNCILMAN ZRAKET** asked legal counsel to advise them as to exactly what is the purview of the Board with respect to the review of the size of the letters on signs.

**MS. ROBBERSON**, Assistant City Attorney, outlined the Board's jurisdiction as it relates to letter heights on signs.

**MS DRAKE** stated that what is presented is tasteful in appearance and would be in keeping with what is already established in that area.

**MR. ELBRACHT** stated that he is comfortable with the height of the letters on the sign and the fact that the applicant is willing to stipulate to the maximum height of two feet.

**MR. POTTER** stated his concern is that because Scottsdale Road is a high-speed arterial the signs are too small it would be difficult for the traffic to recognize them and that could create a traffic hazard. He further stated that he felt two feet is a reasonable compromise.

**COUNCILMAN ZRAKET** stated that it is their function to look at the signage with respect to the interest of the community and how the signs would effect the character of the area. He further stated he felt a two-foot back lit sign does not make sense and would continue to erode the character and feel of Scottsdale.

**MR. SODEN** stated that in his opinion, they are being asked to approve something without having received all of the information. They are being asked to base their decision on the size without really being able to see how it looks on buildings.

**VICE CHAIRMAN HAMMONS** stated that he felt the applicant was working within the premise that has been established in that area. He further stated they should move forward with this case.

**VICE CHAIRMAN HAMMONS MADE A MOTION TO APPROVE CASE 4-MS-00. SECOND BY MR. CORTEZ.**

**THE MOTION PASSED BY A VOTE OF FIVE (5) TO TWO (2) WITH COUNCILMAN ZRAKET AND MR. SODEN DISSENTING.**

18.    65-DR-00                      COCOPAH MIDDLE SCHOOL  
   REPLACE CAFETERIA  
   6615 EAST CHOLLA STREET  
   DURRANT ARCHITECTS,  
   ARCHITECTS/DESIGNE

**MR. WARD** presented this request as per the project coordination packet. Staff is recommending approval subject to the attached stipulations.