

- Some Councilmembers agreed that internally-illuminated signs were not in keeping with the character of the area, but would be accepted as a trade-off for the five-foot maximum height limitation.
- Support was expressed for having five-foot signs closer to the street.

MOTION AND VOTE – ITEM 20

COUNCILMEMBER DRAKE MOVED TO APPROVE ORDINANCE 3641 AND 7-TA-2004 AMENDED TO ALLOW THE MAXIMUM HEIGHT OF FIVE FEET. COUNCILMAN LITTLEFIELD SECONDED THE MOTION.

Councilman McCullagh clarified that he agreed with the motion except for the exclusion of the language allowing an additional two feet in height.

THE MOTION CARRIED 5-2, WITH VICE MAYOR MCCULLAGH AND COUNCILMAN LANE DISSENTING.

21. Scenic Roadway Designations General Plan Amendment

Requests:

1. Consider a General Plan Amendment to the Open Space and Recreation Element and the Character and Design Element regarding scenic roadways in Scottsdale. This amendment would accomplish the following:
 - Apply buffered setback/parkway designation to Bell Road.
 - Maintain Lone Mountain and Thompson Peak as buffered roadways.
 - Add “Desert Scenic Roadways” to General Plan scenic roadway hierarchy. Note: this designation is recommended for Dixileta and Jomax roads.
 - Amend the text of the General Plan to reference the Scenic Corridor Design Guidelines and future Buffered Roadway and Desert Scenic Roadway Design Guidelines.
 - Create Buffered Roadway and Desert Scenic Roadway Design Guidelines and look at additional themed streets.
2. Consider adopting Resolution No. 6716 affirming the General Plan Amendment.

References: 1-GP-2004

Staff Contacts: Frank Gray, Planning and Development Services General Manager, 480-312-2890, fgray@scottsdaleaz.gov; Randy Grant, Chief Planning Officer, 480-312-7995, rgrant@scottsdaleaz.gov

Staff reviewed the proposal as follows:

- The amendment would add a Desert Scenic Roadway category to the Character and Design Element and the Open Space and Recreation Element of the General Plan.
- At public open houses, the following roads were considered for possible Scenic Corridor designation: Bell Road, Dixileta Road, Jomax Road, Lone Mountain Road, and Thompson Peak Parkway.
- Criteria and definitions were provided for Scenic Corridor, Buffered Roadway, and Desert Scenic Roadway.

- An additional option presented for Council consideration, although never reviewed by the Planning Commission, was to apply up to a 100-foot scenic setback requirement for roads that:
 - o Are located within the recommended McDowell Sonoran Preserve study boundary or are within 100 feet of the boundary.
 - o Currently developed.
 - o Are 25 acres or larger.

Mayor Manross opened public testimony:

Jacqueline Jones, 26603 N 70th Pl, 85262, described her property bordering both Scottsdale and Phoenix, and wondered how the amendments would affect her property.

Staff clarified the amendments would not affect existing properties.

Howard Myers, Desert Property Owners' Association, 6631 E Horned Owl Trail, 85262, believes staff came up with a very clever solution to what the citizens wanted to accomplish near the Preserve. The new designation would not affect property owners but would allow them to dedicate land if they chose to. He recommended Council adopt the additional option as it was very important to preservation efforts.

Lyle Wurtz, 6510 E Palm Ln, 85257, expressed his concern that taxpayers would have to pay for some of the setbacks for the roads.

Mayor Manross said the City would not have to pay for any of the right-of-way.

Tony Nelssen, 7736 E Redbird, believes there was lack of communication at the open house regarding grandfathering properties. He supported the additional option for the 100-foot setback to protect some roads. Amended standards, increased density, and zoning changes are areas where the City has leverage to bring forward the Design Guidelines that have been created through the hard work of the community and staff.

Terrie Grasse, 26607 N 71st Pl, 85262, believes the Desert Scenic Roadway designation would be difficult to implement near her property along Jomax Road, and expressed concern about how this would affect her property.

Staff said the recommendations would not apply to her property.

Mayor Manross closed public testimony.

Councilmembers expressed concern about the misunderstanding among the citizens and believe more communication from staff was needed.

MOTION AND VOTE – ITEM 21

COUNCILMAN ECTON MOVED FOR APPROVAL OF ITEM 21, 1-GP-2004, WITH ADDITIONAL OPTION A. COUNCILMAN LITTLEFIELD SECONDED THE MOTION, WHICH CARRIED 7-0.