



**Minutes  
Regular Session  
Queen Creek Town Council**

Queen Creek Town Hall, 22350 S. Ellsworth Road  
Council Chambers  
November 16, 2011  
7:00 p.m.

**1. Call to Order**

The meeting was called to order at 7:00pm.

**2. Roll Call** (one or more members of the Council may participate by telephone)

Council Members present: Alston; Barnes; Benning; Oliphant; Wheatley and Mayor Barney. Vice Mayor Brown was absent.

**3. Pledge of Allegiance:** Led by Council Member Alston

**4. Invocation:** Pastor Ben Cloud – Amadeo Church

**5. Ceremonial Matters:** Presentations, Proclamations, Awards, Guest Introductions and Announcements.

Mayor Barney recognized Queen Creek School District for being one of the 10 districts statewide to receive the grade “A” designation from the Arizona Department of Education as well as Tara Bernier, 4<sup>th</sup> Grade Teacher at Queen Creek Elementary School for being a finalist in the Arizona Education Association’s Teacher of the Year Award.

**6. Committee Reports**

A. Council summary reports on meetings and/or conferences attended. This may include but is not limited to Phoenix-Mesa Gateway Airport; MAG; East Valley Partnership; CAAG. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action.

Council Member Benning reported on the National League of Cities Conference mobile tour of Queen Creek which included Horseshoe Park & Equestrian Centre and Queen Creek Incubator. He said there were 40 attendees and discussion on the tour centered around economic development in Queen Creek.

Council Member Barnes attended National League of Cities classes September 9-12 in Phoenix. He also attended the Community Development Advisory Committee on September 9, 2011.

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Council Member Wheatley reported on her attendance at the Building Bridges Program on November 15, 2011. Area classrooms participate throughout the year in a music/learning combination program with a final performance in spring. Ms. Wheatley also attended the following:

- East Valley Partnership Economic Development Committee – November 8, 2011. Ms. Wheatley reported on a presentation of the Brookings Institute Metro Planning Institute.
- National League of Cities Conference

Mayor Barney also attended the National League of Cities Conference and met with several other local and regional leaders and discussed ways to work with and be supportive of each other.

B. Partner agencies quarterly or periodic updates to Council. This may include but is not limited to Queen Creek Chamber of Commerce; Queen Creek Performing Arts Center; Boys & Girls Club of East Valley; and Maricopa or Pinal County Board of Supervisors or other governmental agencies. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action.

*None.*

C. Quarterly update on Town Marketing Activities: Public Information Officer Marnie Schubert provided a report on marketing activities from August-November 2011. Her report included the following: on-line marketing was increased to add Yelp and Trip Advisor; articles appeared in Sports Destination Management (Horseshoe Park) and Sunset Magazine (weekend trip destination); two tours were given in conjunction with the Mesa Convention and Visitors Bureau program; paid advertising appeared in several publications marketing the Town and Horseshoe Park; and updates on the website and new brochures were completed. Council asked if brochures or other materials were provided at Phoenix-Mesa Gateway Airport. Ms. Schubert responded that there was and she is working on advertising in the Allegiant Airlines in-flight magazine.

D. Parks and Recreation Advisory Committee – November 8, 2011: Council Member Oliphant reported on the introduction of new committee member Sylvia Tarin and updates/discussion on recreational programs first quarter report and the goals for the Policy Review Working Group – review existing partnership guidelines, field allocation guidelines, fees and field availability. The group will make recommendations to the full Committee. The next meeting is scheduled for December 13, 2011.

E. Economic Development Commission – November 16, 2011: Council Member Wheatley reported on the meeting hosted by ASU Polytechnic. Updates were given from ASU Polytechnic, Chandler-Gilbert Community College and Queen Creek Unified School District. The Commission members also toured the Algae Research &

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Biotechnology Lab and Arizona Center for Algae Technology and Innovation. The next meeting is scheduled for January 25, 2012.

**7. Public Comment:** Members of the public may address the Town Council on items not on the printed agenda and during Public Hearings. Please complete a "Request to Speak Card", located on the table at the rear of the Council Chambers and turn it in to the Town Clerk prior to the beginning of the meeting. There is a time limit of three minutes for comments.

*None.*

**8. Consent Calendar:** Matters listed under the Consent Calendar are considered to be routine and will be enacted by one motion and one vote. Public Hearing items are designated with an asterisk (\*). Prior to consideration of the Consent Agenda, the Mayor will ask whether any member of the public wishes to remove a Public Hearing item for separate consideration. Members of the Council and or staff may remove any item for separate consideration.

A. Consideration and possible approval of the October 19, 2011 Regular Session Minutes.

B. Consideration and possible approval of **Resolution 888-11** authorizing and directing staff to take all actions necessary to acquire real property located at 21114 S. 220<sup>th</sup> Place (Assessor's Parcel # 304-64-008X) from Joseph and Roberta Passarella for the purpose of roadway improvements.

C. Consideration and possible approval of a collection services agreement with Progressive Financial Services, Inc., a Cooperative Agreement with the City of Mesa.

Staff pulled Item B for discussion.

**Motion to approve Items A & C on the Consent Calendar**  
(Benning/Alston/Unanimous)

Mayor Barney declared a conflict of interest on Item B and turned the gavel over to Council Member Barnes as Vice Mayor Brown was absent.

**Item B:** Town Manager John Kross stated the approval of Resolution 888-11 was the first step to acquire property and gives staff the authority to have an appraisal completed.

**Motion to approve Item B on the Consent Calendar** (Benning/Alston/Unanimous) (5-0)

Council Member Barnes turned the gavel over to Mayor Barney.

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**PUBLIC HEARINGS:** If you wish to speak to the Council on an item listed as a Public Hearing, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

9. Public Hearing, consideration and possible approval of **TA11-067/Ordinance 504-11** a Town-initiated text amendment to Article 6.16.B.8 Off-Site Temporary Real Estate Signs and 16.0 Sign Definitions of the Queen Creek Zoning Ordinance to amend requirements and standards for Off-Site Temporary Real Estate Signs.

Planning Manager Wayne Balmer reviewed the recently approved way-finding and directional signage program and contract with National Sign Plazas and the proposed text amendment that would no longer allow the small weekend signs placed within the right-of-way. Mr. Balmer said the new temporary real estate sign requirements would also help control the amount of signs in the right-of-way and reduce code compliance issues.

Mr. Balmer stated that public outreach and notifications were provided to all active homebuilders in the area; the Home Builders Association of Central Arizona; the Arizona Sign Association; and included in newsletters and website updates.

Mr. Balmer then reviewed the Planning and Zoning Commission's recommendation for approval of the text amendment as proposed along with the recommendation that Council direct staff to look at options to address the Home Builders Association's concerns.

Council asked if the "blank" signs could be used for temporary advertising until home builders placed signage. Mr. Balmer responded that it was being looked into.

The Public Hearing was opened.

Jackson Moll, representing the Home Builders Association, spoke in opposition to the text amendment for the following:

- Negative feedback from home builders on the effectiveness of sign plazas
- Builders feel they can't distinguish themselves from others
- Builders aren't able to locate signs that benefit their projects

The Public hearing was closed.

Council discussed the clutter problem that occurs with the small weekend signs from home builders and concessions allowed to them that other businesses don't receive regarding signage.

Clarification was requested on what the Home Builder's Association was requesting on the text amendment. Mr. Balmer responded that they would prefer no changes in the sign ordinance or a sign package similar to the Town of Gilbert.

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Further discussion was in regard to the possibility of increasing code compliance. Staff stated that with the current work schedule and the volume of signs that currently get picked up on Monday, it wouldn't be feasible. Discussion continued on the benefits of permanent signs vs. small temporary weekend signs. Mr. Balmer stated that staff will look at additional options and bring them back for consideration at a future meeting.

Mr. Moll thanked the Council and Town for working with the Home Builders Association and continued outreach.

**Motion to TA11-067/Ordinance 504-11 a Town-initiated text amendment to Article 6.16.B.8 Off-Site Temporary Real Estate Signs and 16.0 Sign Definitions of the Queen Creek Zoning Ordinance to amend requirements and standards for Off-Site Temporary Real Estate Signs and direct staff to review the proposal by the Home Builders Association of Central Arizona to consider allowing permanent directional real estate signs in the right-of-way or on private property for subdivisions under construction (Benning/Barnes/Unanimous)**

**10.** Public Hearing, consideration and possible approval of **TA11-068/Ordinance 505-11** a Town-initiated text amendment to Article 6.16.B.6 Political Signs and 16.0 Definitions of the Queen Creek Zoning Ordinance to amend requirements and standards for Political Signs.

Planning Manager Wayne Balmer reviewed the political sign text amendment that would bring Queen Creek's zoning ordinance and sign ordinance into compliance with HB2500 approved by the State Legislature in 2011. Mr. Balmer reviewed both current and new requirements for length of time allowed; right-of-way locations; and sign size limits for residential and non-residential areas. The name of the committee or contact person and phone number must also be on the back of each sign.

There was discussion on the requirement for contact information and locations where signs are not allowed. Staff responded that all changes proposed in the text amendment are mandatory to be in compliance with the new laws.

There was no public comment.

**Motion to approve TA11-068/Ordinance 505-11 a Town-initiated text amendment to Article 6.16.B.6 Political Signs and 16.0 Definitions of the Queen Creek Zoning Ordinance to amend requirements and standards for Political Signs (Wheatley/Alston/Unanimous)**

**FINAL ACTION:** If you wish to speak to the Council on an item listed under Final Action, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

**11.** Discussion and possible approval for staff to develop an advertising display program with NIW Vision at the Queen Creek Library lobby.

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Council Member Oliphant requested this item be continued to December 7, 2011 due to Vice Mayor Brown's absence.

**Motion to continue to December 7, 2011 Council Meeting**  
(Oliphant/Benning/Unanimous)

**ITEMS FOR DISCUSSION:** These items are for Council discussion only and no action will be taken. In general, no public comment will be taken.

**12. Update and presentation on the Communiversy @ Queen Creek.**

Economic Development Director Doreen Cott introduced Dr. Jo Jorgensen, Dean of Instruction and Community Development for Rio Salado College.

Dr. Jorgensen provided information on Rio Salado's student enrollment and on-line participation and partnerships with Mesa Community College and Chandler-Gilbert Community College. She stated that the college is committed to building a 20,000 sq. ft. facility and spending \$6.2 million – an increase from December 2010 estimates. The expected completion date is Spring 2013 with classes starting that fall. The facility features include classrooms, computer rooms, testing center and administration facilities.

Dr. Jorgensen explained how the use of studies and needs assessments for the community were used to determine the programs and courses provided.

Allen Torvie, Architectural Project Manager, reviewed the project timeline from project approval through design and plan review and construction. Council asked whether the building would be LEED certified and designed to be compatible with the Library– Mr. Torvie responded yes. Council also asked whether there would be road closures or other construction congestion with the project. Mr. Torvie explained that most activity would be on-site and utility connection would create minimal disruption if any.

Council asked if there were any Queen Creek representatives on the design team. Mr. Torvie responded yes. Council also asked whether new jobs would be created at the facility. Dr. Jorgensen responded that most of the positions would be new and the total number would be determined later.

Dr. Jorgensen finished her update stating the college will work with Ms. Cott on announcement signs to be placed at the communiversy site.

**13. Motion to adjourn to Executive Session:** The Council may reconvene the Executive Session for any of the items listed on the Executive Session Agenda.

*None.*

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**14. Adjournment**

The meeting was adjourned at 8:32pm.

TOWN OF QUEEN CREEK

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Gail Barney, Mayor

Attest:

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Jennifer F. Robinson, MMC

I, Jennifer F. Robinson, do hereby certify that, to the best of my knowledge and belief, the foregoing Minutes are a true and correct copy of the Minutes of the November 16, 2011 Regular Session of the Queen Creek Town Council. I further certify that the meeting was duly called and that a quorum was present.

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Jennifer F. Robinson, MMC

Passed and approved on December 7, 2011.