



MINUTES

Town Center Committee
22358 S. Ellsworth Rd., Queen Creek, AZ
Development Services Building
San Tan Conference Room
October 12, 2011
8:00 am

1. **Call To Order and Roll Call**

The meeting was called to order by Chairman Jason Gad at 8:08 am. The following people were in attendance:

Committee Members: Council Member Barnes, Chairman Jason Gad, Barbara Khalsa, Marquis Scott, Shane Randall, Vice Chair Chris Webb, Brandon Walsh

Town Staff: Kim Moyers, Economic Development Specialist; Wayne Balmer, Planning Administrator; Joy Maglione, Town Clerk Assistant

Absent Members: Hannah Dixon, Nancy Diab, Steve Ingram, Council Member Oliphant, Monica O'Toole, Angela Trogee

Others Present: Chris Clark, Kevin Roberts

2. **Introductions/ Announcements**

Members of the public, Chris Clark and Kevin Roberts introduced themselves.

3. **Public Comment:** Members of the public may address the Committee on items not on the printed agenda. Please observe a time limit of three minutes.

There were no public comments.

4. **Items for Discussion and Possible Action**

(Council Member Barnes abstained from voting on items at this meeting).

A. Consideration and possible approval of the September 14, 2011 Town Center Committee meeting minutes.

Motion: Shane Randall 2nd: Vice Chair Chris Webb
To approve the September 14, 2011 minutes as presented.
Motion carried.

B. Presentation and discussion of the 17-acre parcel RFP.

Economic Development Specialist Kim Moyers provided information on the Request for Proposals (RFP) for the design and development of the 17-acre parcel in Town Center for a mixed-use entertainment district. The Town is taking a leadership role in the public/private partnership for the development of the parcel. She showed a map of the property and outlined details of the parcel. The RFP and developer selection will be done in a two-phase process. Phase I includes a prequalification screening where developers will provide history, experience and funding information. Phase II will consist of detailed project proposals. She summarized the timeframe for the process which began in late September and will end in late January 2012. Review teams will identify the top candidates (2-4 developers) and the finalists will make a formal presentation at a regularly scheduled Town Council meeting on December 21st.

Chairman Gad asked if no acceptable submissions were received, would there be an obligation to proceed. Ms. Moyers said there is no obligation to proceed and the proposal process could always be re-opened at a later date. It was noted that over 200 developers were notified across the country.

Marquis Scott asked if there will be a requirement to use local subcontractors. Ms. Moyers replied that there is no requirement to use local contractors, however there will be a list of criteria in Phase II and points may awarded for items such as that.

The committee discussed how the project will complement existing commercial uses; competition with neighboring developments and marketing incentives. Chairman Gad suggested that updates on the RFP be put on the agenda for discussion at the next meeting.

C. Discussion and possible recommendation on FY11-12 Town Center Beautification projects and funding

Kim Moyers led discussion on three beautification projects that would possibly use the funds from the Town Center .25 cent tax surcharge. Money available from these funds is approximately \$400,000. Discussion on funding amounts and possible recommendations to Council were discussed as follows:

1. Iron Railing Project

Ms Moyers gave an overview of the iron rail project that was presented at the last Town Center Committee meeting. The iron rail panels are a unique product intended to portray the history of Queen Creek. The project would include sponsorship opportunities for individual families or businesses. A book would be published when the project is complete with information on each panel.

FEEDBACK:

The panels are a customized product that will add character to Town Center and it is unique to Arizona. The panels can link areas in the Town Center together to create visual interest.

Chairman Gad had questions regarding the cost of installation and cost per panel. Ms. Moyers responded that cost is approximately \$1500- \$2000 per panel. There was discussion on whether the Town would consider covering the cost of hardware for sponsorship participants. Chairman Gad added that we may need to set criteria for what type of artwork could be displayed on the panels.

The committee discussed how the panels would fit into the Town Center and agreed that location would be challenging. Mr. Randall preferred the use of continuous panels rather than placement in random locations. Some locations that were suggested were at future projects such as bus stops, community gardens, gateway entries and public walkways.

Timing of the project was discussed. Vice Chair Webb suggested that we wait for the results of the RFP in Town Center to be finalized in case use of the Town Center funds could be better utilized elsewhere. Marquis Scott added that the addition of fence panels or decorative art could enhance future projects as they develop. He suggested we wait for some of the ideas presented in the ULI study and Capstone report to manifest and start the program after Town Center projects come into fruition; not before.

Council Member Barnes would like to explore funding opportunities through Art grants for this project.

Motion: Shane Randall

2nd: Vice Chair Webb

Motion to table consideration of the Iron Railing Project until after the conclusion of the RFP for Design, Development and Management of a Mixed-Use Entertainment District on the 17-acre parcel in February 2012.

Motion carried

2. Facade Improvement Program

Ms. Moyers explained the purpose of this program is to improve the appearance of street facing facades in the older commercial sections of Town Center; to stimulate redevelopment efforts; assist in preservation of historic value; and encourage retention and recruitment of commercial tenants. Some examples may include exterior painting, cleaning, landscaping, exterior signs, awnings, façade repair, demolition and parking renovations. Various financial assistance include, a 50-50 match, forgivable loans or rebates over a period of years and grants. Ms. Moyers stated the committee would be asked to assist in determining criteria for the program, such as types of eligible improvements; financing

options; designation of financial contributions from Town Center funds; and guidelines for improvement including character design and beautification.

FEEDBACK:

Ms. Moyers showed power point examples of improvement projects and pointed out that small improvements such as awnings and signage goes a long way to create an image of Town Center. She added that the program would give us some input on signage, character elements and also allow us to keep the historic look of the property intact. Mr. Balmer stated that along with the façade improvements, we could also suggest long term improvements to the building be done in order to preserve the quality of the structure.

The areas in Town Center eligible for the program were discussed. Council Member Barnes asked if it included residential properties in Town Center within certain perimeters on Ellsworth Road south of Ocotillo Road (not in the Villages for example). Ms Moyers responded that the program was intended to support and promote commercial growth in the Town Center; however the addition of residential assistance was open for discussion. Other agencies that offer programs for residential assistance, such as CDGB grants, were mentioned. Council Member Barnes replied that the properties in our Town Center are not eligible for some of these programs due to income levels. There was further discussion on blighted properties in Town Center and the pros and cons of allowing residential assistance versus just commercial assistance as part of the program.

Vice Chair Webb supported the development of the program but would like to wait for implementation until after the results of the RFP are available.

Chairman Gad asked what the average amount of funds collected each year from the tax surcharge was. Ms. Moyers responded that \$400,000 was the amount collected since the start of the program in 2008. She said a small amount has been used for a few Town Center programs such as the QC Incubator and matching grants. She estimated that the tax surcharge generates about \$100,000 to \$120,000 per year in the current economy.

Motion: Vice Chair Webb

2nd: Barbara Khalsa

Motion to direct staff to move forward with the development of a Façade Improvement Program with the implementation occurring after the RFP for Design, Development and Management of a Mixed-Use Entertainment District on the 17-acre parcel is complete.

Motion carried.

3. Banners/ flags/ and monument for Town Center

Ms. Moyers asked members to explore and provide direction on the use of funds to utilize existing street lighting with banners and flags on the approximate 15 light poles in Town Center.

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Also included for consideration are American flags with mounting brackets and a future entrance monument for Town Center.

The event banner poles currently exist on the street lights. Ms Moyers suggested the Town purchase banners to advertise Town Center events, Shop Queen Creek and other town sponsored promotions and for branding purposes. Recently the town entered into a marketing partnership with several community destinations including, Schenpf Farms, QC Olive Mill and Barney Family Sports Complex in addition to their partnership with QC Cultural Foundation and the Chamber of Commerce. In order for the banners to be utilized on a regular basis Ms. Moyers suggested we allow Town partners to purchase banners to promote their special events as well.

Ms. Moyers estimated the costs of the project at \$3000 for purchase of Town banners and \$1500 for purchase of American flags and brackets. The cost of a monument could vary considerably.

FEEDBACK:

Chairman Gad thought the flags gave a uniform look to the Town Center and provided visual impact for low cost. Use of volunteers to mount the flags would keep costs down.

Council Member Barnes would like bring back the banners that span across the road and were previously used to announce Town events. He felt it provided a small town feel and visually informed the community of upcoming events. Mr. Balmer explained that wind load and pole size are some factors that are addressed when using these types of banners.

Motion: Shane Randall

2nd: Marquis Scott

Motion to recommend approval of a banner and flag program in Town Center not to exceed \$5000 and to exclude monuments at this time. Direct Town Staff to explore the cost for poles for installation of road spanning banners.

D. Summary of current events – Reports from Chair, Committee Members and Economic Development Staff

Mr. Balmer talked about the tan and brown directional signs that were recently installed in locations throughout the Town. There are empty frames without signs that were set aside for inclusion of builder names and locations. The Planning & Zoning Commission is meeting tonight to discuss the possibility of prohibiting the use of off-site temporary real estate signs and exclusively using the panels on the brown directional signs.

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Homebuilders would pay to install their subdivision names on the panels. Mr. Balmer added that so far, Fulton Homes has agreed to use the panels.

Marquis Scott announced that Horseshoe Park and Equestrian Centre (HPEC) will host the first Taste of Queen Creek on October 26, 2011 from 6:00-7:30 pm. Local restaurants will participate and provide finger food and samples to promote the Queen Creek restaurants to HPEC visitors. He mentioned that space is still available if local restaurants would like to participate and to contact him if interested.

5. Announcements

None.

6. Adjournment

Motion: Barabara Khalsa
To adjourn meeting.
Motion carried unanimously.

2nd: Shane Randall

Meeting adjourned at 9:26 am.

TOWN OF QUEEN CREEK

Chairman Jason Gad

ATTEST:

Joy Maglione
Town Clerk Assistant

I, Joyce Maglione, 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 October 12, 2011 Town Center Committee Meeting. I further certify that the meeting was duly called and that a quorum was present.

Joy Maglione
Town Clerk Assistant

Passed and approved on: JANUARY 11, 2012