



## **DRAFT MINUTES**

**Town Center Committee**  
22358 S. Ellsworth Rd., Queen Creek, AZ  
Development Services Building  
San Tan Conference Room  
February 8, 2012  
8:00 am

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

The meeting was called to order by Chairman Jason Gad at 8:10 am. The following people were in attendance:

**Committee Members:** Chairman Jason Gad, Barbara Khalsa, Marquis Scott, Shane Randall, Hannah Grabe, Steve Ingram, Vice Chair Chris Webb

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

**Absent Members:** Council Member Barnes, Council Member Oliphant, Nancy Diab, Monica O'Toole

2. **Introductions/ Announcements**

Members of the public, Kathleen Stinson of the Arizona Republic and Duane Dana of Dibble Engineering, 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**

A. Consideration and possible approval of the January 11, 2012 Town Center Committee meeting minutes.

**Motion: Shane Randall                      2<sup>nd</sup>: Steve Ingram**  
**To approve the January 11, 2012 minutes as presented.**  
**Motion carried unanimously.**

B. Update and discussion on Ellsworth Road improvements

This item was continued until the next meeting.

C. Discussion and possible approval of the Façade Improvement Program

Kim Moyers provided a revised handout of the *Façade Improvement Program Application* and the *Program Overview and Purpose*, which included recommendations from the last Town Center Committee meeting. Ms. Moyers said that one item staff would like to discuss is the committee's recommendation to allow applications to be accepted anytime throughout the year. After review, staff strongly recommended that applications for the program be accepted and distributed four (4) times per calendar year. This would allow staff to schedule information sessions, develop a uniformed system for implementing program details, and create a time line for the departments involved, such as finance and development services.

Committee members considered staff's recommendation and concluded that it would be beneficial to the application process. Barbara Khalsa suggested that a marketing plan to encourage program participation be built into the quarterly cycle.

**Motion: Shane Randall                      2<sup>nd</sup>: Chris Webb**  
**To approve staff recommendation that applications for the program will be accepted and distributed four (4) times per calendar year. (July/October/January/April).**

**Motion carried unanimously.**

Ms. Moyers continued with a review of the items on the application, including property information; applicant information; owner information; project information and the monthly reimbursement process.

Vice Chair Webb asked if a residential property that is being converted to a commercial business was eligible for the program. Ms Moyers responded that they would be eligible to apply for the program after they get their property rezoned to commercial or professional office use. Vice Chair Webb suggested that wording be added to the application to clarify this and inform property owners that this program is available once they acquire commercial zoning.

Steve Ingram commented on the application item that requires Development Services applications, forms and building permits to be attached. He was concerned that this could be costly and time consuming for the applicant in the initial application stage. He added that the applicant's decision to go forward with the project might be contingent upon receiving grant money. The committee suggested removal of the item and insertion of a disclaimer stating that improvements are subject to obtaining the appropriate permits.

Marquis Scott asked if the quarterly application schedule would prompt the allotted amount of program funds to be broken up into quarters as well. Ms. Moyers responded that money would still be allotted on a first-come, first-serve basis.

There were questions concerning the start date for the project after receiving grant approval. Ms. Moyers responded that the project start date may not necessarily coincide with the funding approval date; however work must be completed within 6 months of project start date. Vice Chair Webb inquired about the time needed to obtain the required permits and if that would cut into the 6 month completion time frame. There was further discussion on building permit issue dates, anticipated completion dates and the application process. There was some concern that projects could get postponed or put off once funding was secured, tying up funds that could be used elsewhere.

Ms. Moyers explained that applicants will be asked to state their anticipated start date based on permitting, contractor availability and other factors. The applicants must attend a mandatory training session which will include information on the Town's permitting process. This will help applicants determine their time frames. Ms. Moyers summarized that the intention is to have projects completed in a timely manner. The committee suggested rewording the application to clarify that completion is six months from the anticipated start date.

**Motion: Steve Ingram                      2<sup>nd</sup>: Chris Webb**  
**To make the following changes to the Façade Improvement Program application and program overview:**

- **Add wording to the description of the Façade Improvement Program purpose as follows: “The purpose of the Façade Improvement Program is to improve the appearance of the façade, the street-facing exteriors of commercial buildings *AND RESIDENTIAL STRUCTURES THAT HAVE BEEN RE-DESIGNATED AS COMMERCIAL OR OFFICE SPACE* located in the Town Center”.**
- **Modify the Façade Improvement Program Application under Project Information: Delete the requirement that requires applicant to “Attach Development Services necessary applications, forms and building permits.” Replace with a disclaimer that states that all improvements are subject to obtaining appropriate permits.**
- **Change Item #8 of the Façade Improvement Program Administration under Application Process: Work must be completed within 6 months of the anticipated start date of project.**

**Motion carried unanimously.**

D. Discussion and possible approval of the banners and flags program in Town Center

Ms. Moyers presented the committee with options to consider for the banner and flag program. Discussion included marketing opportunities for display of banners on pedestrian poles along Ellsworth Road from Rittenhouse to Sierra Parkway and discussion on the banner application and permit.

Ms. Moyers gave details of the one year pilot program with the Town Marketing Partners. She asked the committee to consider whether to offer the banner program to the marketing partners only or open it to any business in Queen Creek holding a special event that will draw residents to the area. Committee members thought that the program should not be limited to certain businesses and discussed opening it up for any business to apply. They discussed using a review process where the Town would have discretion to approve applicants for the program and banner content.

There was further discussion on installation of the banners; how often to change banners; permit fees and the number of banners available for businesses to purchase and display. The committee also discussed charging a fee for the banner permit to help cover installation costs. Staff will propose the costs and details of the permit.

**Motion: Steve Ingram                      2<sup>nd</sup>: Shane Randall**  
**To accept the banner program allowing any Queen Creek organization to participate who is holding a special event bringing residents and visitors into Queen Creek, subject to Town approval.**  
**Motion carried unanimously.**

**Motion: Vice Chair Webb              2<sup>nd</sup>: Hannah Grabe**  
**Businesses may purchase a total of (20) OR (10) banners to be displayed with the specifications outlined in the banner program and the banner permitting process.**  
**Motion carried unanimously.**

**Motion: Barbara Khalsa              2<sup>nd</sup>: Marquis Scott**  
**To approve the purchase of 20 American flags with brackets to be put up at appropriate national holidays throughout the year.**  
**Motion carried unanimously.**

E. Update and discussion on land uses within Town Center

Planning Administrator Balmer reported that the Commiversity project is coming soon. He also provided details on a proposed Banner Health Systems medical office building to be located in Town Center west of the library. The facility will be hospital-like with everything but overnight stays and emergency services. The medical building will be 84,000 square feet at completion which would make it the largest building in Town. The project will go to the Planning & Zoning Commission in March or April. Also, an apartment complex is proposed for the area west of this building.

Mr. Balmer added that there has been preliminary discussion with developers in Heritage Square for a proposed 14 screen movie theatre.

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

Marquis Scott spoke about the Town Center Alliance, a group started by the Chamber of Commerce to bring small business owners in the Town Center area together. The group will meet weekly in order to voice concerns and share new ideas. Town staff and council members attended and discussed items such as upcoming construction, sign regulations and special event planning. Mr. Scott said that a magazine consisting of Town Center businesses will be printed and distributed to residents in March. He will keep the committee updated on future meetings.

**5. Announcements**

None.

**6. Adjournment**

**Motion: Shane Randall  
To adjourn meeting.**

**2<sup>nd</sup>: Steve Ingram**

**Motion carried unanimously.**

Meeting adjourned at 9:18 am.

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TOWN OF QUEEN CREEK

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Chairman Jason Gad

ATTEST:

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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 February 8, 2012 Town Center Committee Meeting. I further certify that the meeting was duly called and that a quorum was present.

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Joy Maglione  
Town Clerk Assistant

**Passed and approved on:** \_\_\_\_\_