



MINUTES

Town Center Committee

22358 S. Ellsworth Rd., Queen Creek, AZ

Municipal Services Building

San Tan Conference Room

June 13, 2012

8:00 am

1. **Call to Order and Roll Call**

The meeting was called to order by Chairman Jason Gad at 8:00 am. The following people were in attendance:

Committee Members: Chairman Jason Gad, Barbara Khalsa, Council Member Oliphant (telephonically), Shane Randall, Marquis Scott, Vice Chair Chris Webb

Town Staff: Kim Moyers, Economic Development Specialist; Doreen Cott, Economic Development Director

Absent Members: Council Member Barnes, Steve Ingram, Monica O'Toole, Nancy Diab

Guests: Jason Buche, Remax Property Shop; Bill Smith, Banner Health; Deb Wood, Vestar

2. **Introductions**

Members of the Town Center committee, staff and guests introduced themselves.

3. **Public Comment:**

There were no public comments.

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

A. Consideration and possible approval of the April 11, 2012 minutes

Item A was moved to the end of the agenda.

B. Discussion on the Façade Improvement Program

Kim Moyers distributed the new Façade Improvement Program brochure and gave an overview of the program. Applications will be accepted 4 times per year. Applicants will be asked to attend mandatory informational meetings available in the morning or afternoon. The meetings will provide individual attention and discuss procedures and reimbursement details and will give applicants an

opportunity to ask questions. The applicants will have approximately 3-4 weeks to complete their application, which will then be reviewed by staff and forwarded to a review committee. The Town Center Committee will be the reviewing body.

The first application deadline is July 5th. Announcement of awards will be made on July 16th. Two businesses have come forward for the first round, with other Town Center businesses showing interest for the future. Ms. Moyers added that detailed information and applications are available on the Queen Creek website.

Chairman Gad thanked Ms. Moyers for her hard work on this program.

C. Discussion on the Banner and Flag Program

Ms. Moyers updated the committee on the banner and flag program. The flag program will allow American flags to be installed on light poles during national holidays, following the same holiday schedule used by the Boy Scout's flag program. All 19 American flags have been ordered and installation on the light poles has begun. A representative from the American Legion provided assistance to confirm appropriate placement of the American flags.

Ms. Moyers explained that the banner program is available to Queen Creek marketing partners and other organizations to help market special events in Queen Creek that will attract visitors and residents to the area. The banners will be displayed on the pedestrian light poles for a period of 6 weeks. An informational meeting has been set with the marketing partners to explain program details and costs. Outreach to the business community will follow as well. She added that the Town will also have the opportunity to display banners for programs such as "Shop Queen Creek".

Chairman Gad asked if the Town Center Alliance has a good understanding of the program. Marquis Scott replied that the Old Town Queen Creek Alliance has been informed.

D. Update and discussion on land uses within Town Center

Chairman Gad gave an update from the subcommittee that was formed to review various parcels in Town Center and how the parcels relate to the General Plan and the findings of the ULI and ASU Capstone studies.

Chairman Gad pointed out features of the 14.5 acre Heritage Square parcel located east of Ellsworth Road and south of Rittenhouse. The land is owned by Hatch Brothers and they are in preliminary negotiations with potential end-users. Parking would be a challenge for this parcel to accommodate an entertainment user. Parking requirements and shared parking options were discussed by the committee. It was pointed out that this site had prior site plan approval for a

different type of use and other options are still being explored by the developer. It is the intent to maximize the land for a variety of uses.

E. Discussion of the Town Center Committee Work Plan for FY 12/13

Chairman Gad reviewed accomplishments from the FY11-12 Work Plan, which included the façade improvement program; flags and banners; creating an identity for Town Center; enhancing character elements in Town Center; land uses in Town Center; engagement of Town Center businesses and investigation of a competitive analysis, which will be carried over into next year's plan.

Ms. Moyers explained the implementation matrix which will help guide the action plan. Yearly work plans are based on this master list of suggested areas of focus found in the Town Center Plan. Suggestions from the subcommittee and feedback from committee members for next year's plan included the following:

- Parking – parking space size; evaluate parking ordinances; business friendly approach; parallel vs. diagonal parking
- Competitive Analysis -comparison to other communities; evaluate permitting process; gather data; provide recommendation to Council
- Beautification projects – Splash pad at Founders Park
- Major projects - Interim improvements to Ellsworth /Ocotillo intersection; long term projects and vision for Town Center
- Revolving loan fund program - Initiate with Town Center businesses
- Transportation options within Town Center – future shuttles and trolleys; utilize information from small area transportation study
- Exploration of gateway monuments and signage – identify locations; short term solutions
- Design guidelines – specific to Town Center businesses and homeowners; work with Old Town Queen Creek Alliance

Ms. Moyers will prepare a revised draft work plan and discussion and possible approval will continue at next month's meeting.

F. Update on Town Center Businesses

- IHOP- coming to Queen Creek Fiesta (near McDonalds and Discount Tire)
- Joanne's Fabric - officially opened in Queen Creek Marketplace
- Carl's Jr - opening soon in Cornerstone at Queen Creek
- Alliance Urgent Care – coming to Queen Creek Marketplace

Ms. Moyers added that Town Council approved the continuation of the QC Incubator Program and it will remain in Town Center. The program will move to

the vacant Parks building at the end of the current lease that expires on December 31, 2012.

G. Discussion and update on the Small Area Transportation Study

The Transportation Advisory Committee has recommended a small area traffic study to Council for consideration pending available funding. It would be for the portion of Old Ellsworth Road, north of Rittenhouse (near Queenland Manor). A consultant would be hired to determine existing traffic flow, create trip generation analysis and make recommendations for the future needs in that area.

Marquis Scott asked if signage, to help alleviate confusion with Old Ellsworth Road and Ellsworth Loop Road, would also be included. Ms Moyers said it is not part of this study, but agreed it is a valid concern and could be addressed when monument signage is discussed in the Town Center Committee Work Plan.

H. Summary of current events – Reports from Chair, Committee Members and Economic Development staff

Ms. Moyers passed out new QC Incubator brochures.

Marquis Scott announced that the key note speaker at the next Chamber luncheon will be Kimber Lanning of Local First Arizona. The luncheon is on June 21, 2012 at noon in the Zane Grey Room at the Queen Creek Library.

A. Consideration and possible approval of the April 11, 2012 minutes

Motion: Shane Randall Second: Chris Webb
To approve the April 11, 2012 minutes as presented.
Motion carried unanimously.

5. Announcements

6. Adjournment

Motion: Shane Randall Second: Barbara Khalsa
To adjourn the meeting.
Motion carried unanimously.

Meeting adjourned at 9:15 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 April 11, 2012 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: July 11, 2012