



MINUTES

Town Center Committee

22358 S. Ellsworth Rd, Queen Creek, AZ

San Tan Conference Room

April 17, 2013

8:00 am

1. Call to Order and Roll Call

The meeting was called to order by Chair Chris Webb at 8:03 am. The following people were in attendance:

Committee Members: Chair Chris Webb, Marquis Scott, Vice Chair Bill Smith, Deb Wood, Shane Randall, Nancy Diab, Monica O'Toole, Barbara Khalsa

Town Staff: Kim Moyers, Economic Development Specialist; Joy Maglione, Town Clerk Assistant; Wayne Balmer, Planning Manager; Chris Anaradian, Development Services Director

Absent Members: Council Member Oliphant, Council Member Barnes, Larry Hoel, Jason Buche

2. Introductions & Announcements.

3. Public Comment:

There were no public comments.

4. Items for Discussion and Possible Action

A. Consideration and possible approval of the March 13, 2013 minutes

Motion: Shane Randall

2nd: Bill Smith

To approve the March 13, 2013 minutes as presented.

Motion carried unanimously.

B. Introduction of Development Services Director Chris Anaradian

Development Services Director Chris Anaradian gave a brief background of past projects he has worked on and his employment history in both the public and private sector, with the most recent being the City of Tempe.

Mr. Anaradian provided an overview of objectives he hopes to achieve which includes modernizing the zoning codes; create an overlay district in Town Center; streamline regulatory documents with a focus on sign codes, parking, design standards and value added customer service; restore staffing capacity to exceed customer expectations and reduce turnaround time; and research electronic technology to modernize processes in plan review, permitting, code enforcement and public outreach.

C. Discussion and possible approval of the Façade Improvement Program applications

Applicant: Shar Reheis, QC Nutrition, 21803 S. Ellsworth Rd #104

Proposed Project:

- New Signage – 3 signs
- Total estimated cost (including permit fees) - \$7115.95

Chairman Chris Webb stated that this application would still fall under the old guidelines. The revisions recently made to the Façade Improvement Program Overview and Purpose will be in effect at the next round of applications.

Economic Development Specialist Kim Moyers said that the applicant has been in business for 19 months. She currently does not have any signage on the building, but does have a small sign on the plaza marquee. The applicant is requesting signage for three sides of the building (east side, west side and south side). The applicant also attached a letter requesting consideration to receive a grant more than the 50% funding that is allowed in the program guidelines.

The committee reviewed the application and made the following comments:

- East side proposed signage: East side sign does not meet program criteria (not a street facing sign).
- West side proposed signage: Sign on west facing wall on Ellsworth Road. According to sign regulations the business would need street frontage on Ellsworth Road to install sign. Floor plans and sign location will be reviewed for compliance during the permitting process.
- South side proposed signage: Has visibility from street (the only sign eligible for consideration based on program criteria).
- Additional funding (over the 50%) is not allowed per program guidelines

Motion: Bill Smith 2nd: Shane Randall

To approve the south facing illuminated sign for up to 50% of total cost based on the submitted Sign-a-Rama quote dated 3/11/2013.

Motion passed unanimously.

Ms. Moyers stated that the Façade Improvement Program had a budget of \$100,000 this fiscal year and awarded \$35,000 in grants and she asked the committee to consider next year's budget request. Ms. Moyers initiated a discussion on the possibility of modifying program criteria to allow for additional incentives to attract larger strategically targeted projects to help jump start growth in the Town Center.

Mr. Anaradian and Planning Manager Balmer gave detailed examples of the different approaches used by City of Tempe (Mill Ave district) and City of Mesa (downtown area), to incentivize larger projects in target areas to achieve their strategic objectives. They noted that there are many different tools used by cities and towns to attract businesses on many different levels.

The committee recognized the value of the concept but did not think it was a good fit for this particular program and opted to keep the existing criteria in place at this time. The committee also said they would like to request the same amount of funding for next fiscal year because word is getting out about the Façade Improvement Program. They are also seeing growth in the community and a renewed interest in smaller properties.

D. Discussion of parking standards in Town Center

Ms. Moyers reported that parking in Town Center is a priority and stressed the need to plan ahead for proper parking for future businesses. Staff is working on creating an overlay district and looking into potential parking locations that may be available on Ellsworth Road (south of Ocotillo).

Mr. Balmer responded that the Town has been researching blighted and vacant properties, as well as town owned land for additional shared parking in locations where it can benefit businesses. Recently the town approached two property owners in Town Center to purchase land, but the prices were well above fair market value and not cost effective at this time.

Mr. Anaradian stated that shared publically owned parking is a huge benefit. He related experiences from his work in Tempe with the Mill Avenue project and said the issue of parking always came up. He emphasized the need to stay ahead of the problem. He intends to research appropriate parking ratios in Town Center to make sure the town requires only what is really needed.

Mr. Balmer provided background information on shared parking in downtown Mesa. He explained the role of the Downtown Mesa Association which is a public-private partnership and how it helped to shape the growth and success of Mesa's downtown district.

Ms. Moyers said she will keep the committee informed of progress on the overlay district and parking issues in Town Center.

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

Ms. Moyers announced that there are two developers potentially interested in developing movie theatres in Town Center. Harkins Theater is interested in the land at Queen Creek Marketplace north of Kohl's and Maya Theatre is interested in the town owned parcel on Ellsworth Road.

Marquis Scott announced that the 10th Annual Queen Creek Chamber Golf Tournament will be held at Encanterra Country Club on April 19, 2013.

Nancy Diab provided information on the Cortina Carnival that will be held on April 19, 2013.

5. Announcements

None

6. Adjournment

Motion: Nancy Diab 2nd: Marquis Scott

Motion to adjourn the meeting.

Motion carried unanimously.

Meeting adjourned at 9:30 am.

TOWN OF QUEEN CREEK

Chris Webb, Town Center Committee Chair

Prepared by:

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 17, 2013 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: MAY 8, 2013