



## MINUTES

### Town Center Committee

21772 S. Ellsworth Loop Rd, Queen Creek, AZ

Banner Health Center

November 13, 2013

8:00 am

1. Call to Order and Roll Call

The meeting was called to order by Chair Chris Webb at 8:05 am. The following people were in attendance:

Committee Members: Chair Chris Webb, Shane Randall, Monica O'Toole, Council Member Oliphant, Charlie Deaton, Jason Buche, Council Member Wheatley, Nancy Diab (telephonically)

Town Staff: Doreen Cott, Economic Development Director; Kim Moyers, Economic Development Specialist; Joy Maglione, Town Clerk Assistant; Marnie Schubert, Public Information Officer/Chief Marketing Officer

Absent Members: Vice Chair Bill Smith, Deb Wood, Barbara Khalsa, Larry Hoel

Guests: Zubin Shroff, ASU Vision Project

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 October 2, 2013 minutes

Motion: Shane Randall                      2<sup>nd</sup>: Charlie Deaton

**To approve the October 2, 2013 minutes as presented.**

Motion carried unanimously.

B. Discussion and possible approval of the Façade Improvement Program application

**Applicant: Ron Childs, Rhema Soul Cuisine, 20905 E. Ocotillo Road**

Proposed Project:

- New bronze front door and new windows - \$1900
- New asphalt with ADA approved parking - \$2745.60
- Exterior paint (cardinal red) - \$750
- Total estimated cost - \$5395.60

Economic Development Specialist Kim Moyers stated that Rhema Soul is a new restaurant that will be opening soon. They will be located in an existing building east of Magma Engineering and west of Norton's Corner in the area of the upcoming Ocotillo Road Improvement Project. They will be applying to the Façade Improvement Program in two phases; the second phase will be for 3-D artistic signage.

Discussion: Committee members asked if the parking lot improvements would conflict with the Ocotillo Road project. There was concern that they may install the new asphalt only to have it dug up due to future roadwork. Ms. Moyers mentioned that the overhead utility lines that service buildings in that area may be switched to underground utilities as part of the Ocotillo Road project. Ms. Moyers explained that these issues will be reviewed during the permitting process and if there is a timing issue, we have the ability to grant extensions per program guidelines. Additionally, the Ocotillo Road project consultant is working closely with all business that will be impacted in any way.

Committee members discussed the proposed paint color and observed that a paint sample was not submitted. It was noted that although the program criteria cannot prohibit certain colors, a paint sample is still required.

Motion: Shane Randall                      2<sup>nd</sup>: Nancy Diab

**To approve the Façade Improvement Application for Ron Childs for 50% of the total estimated project cost (\$5395.60) pending submittal of a paint sample.**

Motion carried unanimously.

*(Agenda Item F was taken out of order and was next on the agenda.)*

C. Presentation and discussion of the Town of Queen Creek monument signage.

Marnie Schubert, Public Information Officer/Chief Marketing Officer gave a PowerPoint presentation on the Town's entry monuments designs. The presentation was shown to Town Council at their last meeting and they liked the overall designs but requested that the public participate in choosing the artwork for the signs.

Ms. Schubert reviewed the proposed locations for the signage, landscaping details around the monuments and design elements. The monuments will consist of three paneled metal signs with raised lettering, the town logo and a variety of eight different artwork designs that reflect the town brand.

Ms. Schubert explained that the panels on the signage for the Town Center locations can be adapted to help identify the Town Center area and make it unique. She asked the Committee for feedback and ideas on the project as it relates to Town Center.

Ms. Moyers explained that entry monuments are part of the Town Center Work Plan. This could be an opportunity to coordinate with the Town's entry monument program to save money and compliment the town signage by using similar design elements. Town Center municipal funds will be used for Town Center monuments and any proposed designs will go to Town Council for approval.

Feedback and questions from the Committee included:

- Identify districts (shopping, entertainment, dining, walking etc.) with artwork or wording on the panels
- Use a smaller scale panel for the Town Center models
- Eliminate the taller back panel for the Town Center models
- Include the wording "Town Center" and/or the specific district on the panel
- Does the Town Center have its own logo/brand? If so put something that represents this on one of the panels
- Use different landscaping on Town Center monuments to create a distinct look/feeling
- Possibly allow businesses the opportunity to purchase a panel
- The Committee requested a map of all the proposed monument locations in Town and in the Town Center
- Vandalism concerns were discussed. *This is being addressed by Town staff.*
- If we choose to use only two panels can we add a third panel later? *Yes.*
- Are the monuments mobile? *No, panels are set in concrete, but individual panels are somewhat adaptable*
- When would the monuments be installed? *The first Town entry monument will hopefully be installed by Feb 2014.*

Ms. Moyers said that this is an introductory presentation and more information will be presented to the Committee in the future.

#### D. Discussion and possible recommendations for the ASU vision project

Ms. Moyers reviewed the proposals that were received for visual depictions of Town Center. All the options were viable; however, staff felt that the ASU project, with the renderings and model, was a good starting point.

Zubin Shroff gave a brief overview of the ASU proposal. Their process will be to configure the Town's vision into models and renderings that will give an indication of what future development may look like.

The model will be a valuable internal tool for staff and council and will portray how the Town Center looks today. It will be a functional physical tool that will allow the user to add and remove buildings and point out specific parcels.

Mr. Shroff explained that the renderings will portray the Town Center experience and perspective from the street view. He said it will capture aspects of "new" and "old" and try to gauge what will be retained and add what is proposed through the vision of the Town plan.

Ms. Moyers said that staff will meet with ASU project leaders and will come back to the Committee to get feedback as the project progresses.

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

Ms. Moyers reported that staff is moving forward with the term sheet for Oregano's Pizza Bistro to be located on the one acre parcel at Maya and Ellsworth Loop roads and will report to Council soon.

She stated that the RFP for the 20-acre town-owned site received three viable proposals. Staff will be meeting with the groups and completing score sheets and making recommendations to Council accordingly.

Ms. Moyers announced that there will be no Town Center Committee meeting in December.

Monica O'Toole stated that the Holiday Festival and Parade will be held on Dec. 7. The parade will start at 10 a.m. in Town Center. Over 70 crafters and local business will be in attendance.

F. Tour of Banner Health Center

The Town Center Committee was given a tour of the facility and a brief overview of the services offered at Banner Health Center. They also toured the shell space in the future north wing.

5. **Announcements**

None.

6. **Adjournment**

Motion: Monica O'Toole 2<sup>nd</sup>: Shane Randall

**Motion to adjourn the meeting.**

Motion carried unanimously.

Meeting adjourned at 9:35 am.

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TOWN OF QUEEN CREEK

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Chris Webb, Town Center Committee Chair

Prepared by:

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Joy Maglione  
Town Clerk Assistant

PASSED AND APPROVED ON: January 8, 2014