



## **MINUTES**

### **Town Center Committee**

22358 S. Ellsworth Rd, Queen Creek, AZ

Municipal Services Building

San Tan Conference Room

March 12, 2014

8:00 am

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

The meeting was called to order by Vice Chair Bill Smith at 8:17 am. The following people were in attendance:

Committee Members: Vice Chair Bill Smith, Shane Randall, Monica O'Toole, Connie Herrell, Jason Buche (telephonically), Deb Wood

Town Staff: Doreen Cott, Economic Development Director; Kim Moyers, Economic Development Specialist; Joy Maglione, Town Clerk Assistant; Adam Robinson, Recreation Superintendent; Debra Kauffner, Marketing Specialist; Marissa Garnett, Economic Development Analyst

Absent Members: Council Member Wheatley, Nancy Diab, Larry Hoel, Chair Chris Webb, Vice Mayor Oliphant, Barbara Khalsa

#### **2. Introductions & Announcements.**

Town staff and committee members introduced themselves.

#### **3. Public Comment:**

There were no public comments.

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

A. Consideration and possible approval of the January 8, 2014 minutes

**Motion to approve the January 8, 2014 minutes as presented.**

**1<sup>st</sup>: Shane Randall**

**2<sup>nd</sup>: Monica O'Toole**

**VOTE: Unanimous**

B. Discussion and possible approval of the Façade Improvement Program

Economic Development Specialist Kim Moyers gave an update on the two applications that were approved for the Façade Improvement Program this fiscal year as follows:

- **Rhema Soul Cuisine** was previously approved pending submittal of paint samples. Development Services staff commented on the exterior color choice (cardinal red) and reported that it does not comply with design standards set by the Town. The applicant resubmitted colors that would complement existing buildings and the color samples were reviewed by the committee.
- **Scrubs N More** was previously approved pending a letter from the landlord approving the proposed changes. Ms. Moyers reported that the applicant is still actively pursuing this request. Also, the applicant still has to go through the permitting process with Development Services, which includes color approval.

Ms. Moyers reported that Wee Blessing Preschool purchased the old post office building on Ellsworth Road and is interested in applying to the program to assist with major façade changes.

**Motion to approve the color sample “Statuesque” for the building and “Haute Red” for the trim on the application submitted by Rhema Soul Cuisine contingent upon Development Services approval.**

**1<sup>st</sup>: Vice Chair Smith**

**2<sup>nd</sup>: Monica O’Toole**

**VOTE: Unanimous**

Ms. Moyers asked the committee for input on concerns raised by Town Council regarding facade improvements in newer commercial centers. Council asked if this should be allowed and should age of buildings be considered.

The committee mentioned that a lot of these concerns were discussed at length when program guidelines were established. Feedback included:

- Commercial centers are designed to look similar with a cohesive appearance. Some improvements may create an inconsistent look when individual businesses make changes within a master planned center.
- Concerns that we are improving the landlord’s real estate on behalf of a renter.
- Should signage be allowed for unique enhanced signs as opposed to just basic signage?

- The mission statement was discussed. It was noted that generating business in town center areas by enhancing existing buildings and addressing deteriorating buildings are both part of the program mission.
- Discussion on staff suggestion to create a checklist with signoffs (and letter of approval from landlords) during each step of the process. The committee agreed that this would be helpful and liked the idea that the application would be vetted when it came to them for review.
- Age of existing commercial developments in town was discussed. Do we want to limit the age? Does age matter if they comply with landlord CCR's and town design standard? A majority of commercial buildings are less than 10 years old. Tenant lease terms were discussed.
- Agreement that the intent is for older buildings in town center; however there are specific guidelines in place that would preclude the need to exclude all businesses in commercial centers.

Shane Randall stated that the current guidelines already limit the amount of businesses that would be eligible in a commercial center. Only street facing facades are allowed so that narrows it down.

Deb Wood added that signage was previously addressed by the committee when they modified the program eligibility criteria to only consider signage based on a complete renovation package (not on its own).

After further discussion the committee did not make a decision on putting an age limit on buildings or adding further exclusions to the program.

**Motion to refine the application process to add a checklist which includes approvals by the landlord and Development Services staff to be completed prior to final submittal of the application to the Town Center Committee.**

**1<sup>st</sup>: Shane Randall**

**2<sup>nd</sup>: Deb Wood**

**VOTE: Unanimous**

**C. Update and discussion on the Vision Project**

Ms. Moyers displayed the completed Town Center model and pointed out some of the features on the model including inscribed details, removable sections, buildings and existing parking.

The final renderings were completed and featured 4 different town center locations. Ms. Moyers presented the finished product to the committee and said that the drawings will be a helpful marketing tool at trade shows.

D. Update and discussion on the Pocket Park for Pups and Splash Pad

Recreation Superintendent Adam Robinson reviewed the history of the dog park; construction updates; project costs and estimated completion dates. He explained that Town Council approved some upgraded amenities such as wrought iron fencing instead of chain link fencing and decorative light poles to match the enhanced pedestrian lighting in town center. These enhanced features will apply to both the dog park and splash pad.

Mr. Robinson explained the selection process for choosing a contractor for the splash pad project. A local company, Splash Zone LLC was selected and they are donating some of the project cost in order to build a showcase amenity in the community where they live.

Mr. Robinson reviewed project costs; construction schedules; splash pad dimensions; recirculation system; filtration system; amenities and signature features. He said that Council also suggested additional shaded areas, seating and ramadas.

D. Discussion and possible approval of Town Center projects for use of town center funds

Ms. Moyers distributed a list of projects that are of general strategic interest for future use of town center funds as follows:

- Town Center visioning project
- Beautification projects
- Entryways into Town Center (2-4)
- Property acquisition
- Other

She asked the committee for input and recommendations and said that projects will be discussed in more detail in the future and will be prioritized as needed.

**Motion to recommend approval of the project list for use of town center funds as submitted.**

**1<sup>st</sup>: Monica O'Toole**

**2<sup>nd</sup>: Connie Herrell**

**VOTE: Unanimous**

E. Update and discussion on current Town Center projects

None.

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

None.

**5. Announcements**

None.

**6. Adjournment**

**Motion to adjourn the meeting.**

**1<sup>st</sup>: Shane Randall**

**2<sup>nd</sup>: Connie Herrell**

**VOTE: Unanimous**

Meeting adjourned at 9:50 am.

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TOWN OF QUEEN CREEK

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Bill Smith, Vice Chair  
Town Center Committee

Prepared by:

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Joy Maglione  
Town Clerk Assistant

PASSED AND APPROVED ON: April 9, 2014