



MINUTES

Town Center Committee

Development Services Building, Saguaro Room

September 8, 2010

8:00 am

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

The meeting was called to order by Kim Moyers, Economic Dev. Specialist at 8:03 a.m.
The following people were in attendance:

Committee Members:

Shawn Valdez
Nancy Diab
Brandon Walsh
Monica O'Toole
Chris Webb
Angela Troge
Shane Randall
Steve Ingram
Barbara Khalsa
Jason Gad
Hannah Dixon
Councilmember Julia Wheatley

Town Staff:

Doreen Cott, Economic Dev. Director
Kim Moyers, Economic Dev. Specialist
Wayne Balmer, Comm Dev. Division Mgr
Joy Maglione, Town Clerk Assistant

2. **Introductions:** Kim Moyers welcomed the committee and provided a background of the Town Center Committee. The former Town Center Committee met for 13 months and made updates to the 2005 Town Center Plan. These updates are still in draft form and will be finalized when/if the 2010 General Plan Amendments are approved in December. The previous committee updated the implementation matrix on how to achieve the goals set out in the plan.

Ms Moyers stated that the current committee consists of 13 seats with representation from small business owners to residents within the community. Committee lists and committee contact information sheets were distributed to the members.

3. **Public Comment:** Members of the public may address the Committee on items not on the printed agenda. There were no public comments.

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

A. **Introduction of Town Center Committee Members:** members of the Committee and Town Staff introduced themselves.

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B. Discuss member roles and responsibilities: Kim Moyers instructed members to review the Town of Queen Creek Meeting Standards which were included in their binders. The Committee will meet on a monthly basis. Meeting time is anticipated at 1½ hours to start, working toward stream lining meetings to one hour.

A work plan will be developed at the next meeting. Subcommittees may be created to work on special projects and may meet on an ad-hoc basis or through email or other avenues. Ms. Moyers distributed maps and pointed out all the boundaries of the Town Center Plan and also the smaller Redevelopment Area.

C. Presentation on updated Town Center Plan: Doreen Cott gave a Power Point presentation on the updated Town Center Plan, which included some of the main accomplishments and objectives of the previous committee:

- 1994 graphic of Town Center –original vision of Town Center
- Boundaries of 2005 Plan – Ms. Cott pointed out existing developments, proposed projects, new projects, park space, retail and commercial areas and housing areas
- Recommendations & Approvals by last Committee – included items such as sidewalks, signals and boundaries. Ms. Cott discussed the background on decisions regarding landscape pallets which included trees, groundcover and plant choices
- Site furnishings – Ms. Cott highlighted decisions that were made by the last committee including benches, trash receptacles and lighting choices.
- Queen Creek Zoning map – zoning and land use were discussed. No zoning changes were made during the recent update.
- Boundaries – Ms. Cott provided background information on the boundary changes that were recommended by the last Town Center Committee as well as the approvals made by Town Council.
- Land Use Map from 2005- two mixed use categories (commercial office and commercial residential) were combined into one Mixed Use category by the previous Town Center Committee
- Updated Land Use Map – represents the new mixed use category
- Mixed Use Definition – previous Town Center Committee discussed this topic at length and drafted a new definition that was approved by Town Council

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- Building Design – building designs and town center amenities from 2005 were reviewed. They were still relevant and were not changed.
- Southern Gateway Plaza– plan for future design in Town Center. Proposed “football shape” entryway to the Town Center on south Ellsworth Rd
- Signals/ Streetlights – designs for bases, poles & arms. Discussed ways to distinguish the Town Center area with decorative elements.
- Painted Poles- additional design features for traffic signal poles at five core intersections of Town. Recommendations to Council were approved.
- Decorative Street Lights – decorative street lights were recommended on all roads except those with higher traffic speeds where the improvements would not be as noticeable.
- Timeline – Ms. Cott discussed the timeline of recommended updates and public meetings of the previous Town Center Committee. Recommended updates were approved by Town Council in April 2010.
- Implementation – the Town Center Plan is broken down into elements and prioritized by low to high regarding budget impact. The Committee will decide on a work plan for FY10-11 and decide which items to address.

Community Development Director Wayne Balmer showed the Committee the *Proposed 2010 General Plan Amendment* flyer that was mailed to Town residents. It explains an amendment to the General Plan which will include the Council adopted Town Center Land Use designation in the Plan.

Mr. Balmer left the meeting at 8:45 am.

D. Overview of Implementation Matrix: Ms. Moyers discussed the Implementation Matrix and provided handouts. The matrix highlights steps that are needed to move forward with implementation of the updated plan. Each element of the matrix has action items that are categorized and identified by budget impacts which are identified as low, medium and high. Key partner/stakeholders that need to be involved to accomplish each action item are also identified in the matrix. A brief explanation of each matrix item followed:

Economic Elements:

- *Development of a Town Center Merchant’s Association* - other area towns have strong associations and we will also move forward with an Association as we continue to grow
- *Options for the .25% sales tax surcharge* - Ms Moyers explained the background and the purpose of the surcharge that is collected in the Vestar and Westcor Development Partners (WDP) developments.

Land Use Elements:

- *Development of Town Center design guidelines* – Ms. Moyers commented that this will be an important item for this committee. The guidelines will hold new businesses to a high standard while encouraging a unique flair within a framework that shows cohesiveness in Town.
- *Research historic option* - encourages reuse of existing residential property, specifically on Ellsworth Road. Discuss ways to assist businesses with conversion from residential to commercial.
- *Open space, pocket parks, and pedestrian walkways.* –the importance of keeping open spaces available in the downtown areas to encourage future gathering areas for festivals and small events.
- *Right of way analysis*- currently the Town has a staff member that works with right of way acquisitions
- *Town Center Housing Rehabilitation (HOME) Program* - this is part of the Community Development Block Grant (CDBG) funds for residential properties. Ms Moyers pointed out that it is not for commercial properties. Ms Cott added that the program is for residences to bring their properties up to code or for improvements. It is administrated by Parks and Recreation Department. Ms. Cott stated that this committee can assist on marketing the program for the Town Center area.
- *Parking options for Town Center businesses*- addresses options for future parking to assist small businesses. Shared parking was mentioned.
- *Mobility options alternative* - includes alternative modes of transportation such as Park & Ride. Grant options are currently in the works.
- *Gateway monuments/signage* – plan signage or entryway monuments for the four natural entryways to the Town Center.
- *Directional signage* – provide unique signage to direct residents to certain areas. Currently working on a signage program for developments and homebuilders but will also address signage directing people to the Ellsworth Road area before they get on the Loop Road. Ms. Cott added that a company is providing concepts for vehicle oriented directional signage, way finding signs that are more pedestrian friendly and homebuilder signage. The concepts were brought to Council for input. Staff was directed to start with directional broader signs and homebuilder signs initially. This issue will be brought to the committee for input.
- *Tree Planting Program* – this program is meant to promote cohesiveness and beautification in the area
- *Ellsworth Rd designs and streetscape improvements* - the area north of Ocotillo to Rittenhouse will be improved and will include elements from the design element. Construction will begin January 2011 with a six to eight month completion time
- *Ocotillo Road Improvements and Ocotillo/Ellsworth Crossroads*- this a large project with high costs that will include items such as signs, paving, monuments, gathering places and property acquisitions

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Character Element:

- *Town Center zoning districts*- simplify the process for businesses
- *Town Center sign ordinance*- keep signs unique yet consist in the Town Center
- *Town Center architectural design standards and guidelines*- encourage variety

Amenities Element:

- *Develop public plazas (Town Hall Gathering Place and Southern Gateway Plaza)* - encourages masses of people to come to downtown to gather. Many ideas for open space, gathering places and water features were discussed but has a high budget impact

Ms. Moyers explained that items from each of these elements will help create a work plan that will guide the committee's work. Additionally, bylaws specific to the Town Center Committee will be provided at the next meeting for review.

Ms. Cott noted that the Town Center Committee does not fall within the Town's Standard Form Bylaws for Committees. The bylaws drafted for their review will provide some governance specific to the Town Center Committee, including attendance and quorum issues.

Ms. Moyers asked the Committee to suggest recommendations for Chair and Vice Chair at the next meeting.

E. Establish future meeting schedule: - The consensus of the Committee was to meet on the 2nd Wednesday of every month at 8:00 a.m. Meeting notices will be mailed to the members. Meeting details will be readdressed at the first of the year.

The meeting adjourned at 9:11 a.m.

Respectfully submitted,

Joyce Maglione, Town Clerk Assistant

Chairperson

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 September 8, 2010 Town Center Committee Meeting. I further certify that the meeting was duly called and that a quorum was present.

Passed and approved on October 13, 2010.