



## **DRAFT MINUTES**

### **Town Center Committee**

22358 S. Ellsworth Rd., Queen Creek, AZ

Development Services Building

San Tan Conference Room

May 11, 2011

8:00 am

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

The meeting was called to order by Chairman Jason Gad at 8:03 am. The following people were in attendance:

**Committee Members:** Chairman Jason Gad, Steve Ingram, Barbara Khalsa, Shane Randall, Shawn Valdez, Angela Trogee, Brandon Walsh, Vice Chair Chris Webb, Council Member Wheatley

**Town Staff:** Kim Moyers, Economic Development Specialist; Doreen Cott, Economic Development Director; Wayne Balmer, Community Development Division Manager; Joy Maglione, Town Clerk Assistant

**Absent Members:** Vice Mayor Barnes, Nancy Diab, Hannah Dixon, Monica O'Toole, Marquis Scott

#### **2. Introductions/ Announcements**

Chairman Jason Gad introduced Council Member Robin Benning who was attending on behalf of the ASU Capstone project. Mr. Benning noted that he was not representing the Town Council.

#### **3. Public Comment:** Members of the public may address the Committee on items not on the printed agenda. Please observe a time limit of three minutes.

There were no public comments.

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

##### **A. ASU Capstone Project update**

The graduate students from the Masters Degree program of the ASU School of Geographical Sciences and Urban Planning completed a Capstone Project which focused on the Town Center.

The ASU students who worked on the project were unable to attend because they were at graduation ceremonies. Community Development Division Manager Wayne Balmer and Robin Benning gave a power point presentation on the results of the Capstone Project on their behalf.

Mr. Benning explained that the students tried to enhance the current Town Center Plan and the goals of the Town Center Committee and also create a master plan for the future vision of the Town Center.

The project provided a Town Center Development Plan that will help promote identity, create character, establish connectivity, and provide design concepts for development. Highlights of the project are as follows:

**Economic and Demographics Analysis**

- Queen Creek household income is above average and the trend is continuing
- Commuting travel time is an average of 30 – 60 minutes. The population is used to commuting to work outside the community and as a result they tend to spend their disposal income elsewhere
- Land Use and General Plans were reviewed and changes were suggested

**Transit Center**

- Recommendation of a future transit center along Rittenhouse for commuter rail which includes a bridge, walkways and parking structures

**Entertainment District/ Family Use**

- Various parcels in town were identified for family uses, active uses, multi-uses, hospitality uses and convention center
- Features discussed included walkways to access entertainment, carousels, open air markets, entertainment and mixed use area, future multi-story parking, play areas, public parks, open spaces, hotel and conference facilities and specialized commercial

**Heritage District**

- Focused on a family friendly pedestrian atmosphere that is smaller scale with more walking
- Mixed use development; increased intensity; encourage multi-story development
- De-emphasize traffic flow in Old Ellsworth area and encourage people to get out, walk and shop rather than drive
- Town Hall Gathering Place

**Open Space**

- The area east of Founders Park was discussed
- Suggestions included community gardens, downtown pocket parks, expansion of park with features unique to Queen Creek

**Gateway & Circulation**

- Designated areas for gateways in agreement with Town Center Committee recommendations
- Establish circulation bus system within neighborhoods and shopping districts with several different loops
- Proposed bicycle and multi use paths to connect neighborhoods and recreation areas to local businesses. Multi use paths to have permeable surfaces to allow for different uses

**Implementation Strategies**

- Priority I – Focus on creating activity centers with more things to do such as restaurants, entertainment, family uses, activity uses, and multi-uses which will draw people to the area and reinforce shopping. Ellsworth Road improvements.
- Priority II – Hospitality and convention center, circulation (neighborhood buses)
- Priority III – Heritage district (mixed use), multi-use paths, opens space, gateways

Mr. Balmer concluded that the final report from the Capstone Study will include detailed data analysis and will be made available for the Committee to review at length. Mr. Balmer asked the Committee to review the final report and provide recommendations.

Chairman Gad thanked Mr. Benning and Mr. Balmer for the presentation and suggested that the Capstone project be put on the agenda for discussion at the next meeting after the committee has a chance to review the full report. Ms. Moyers said she would work with Mr. Balmer to get the study to all the committee members.

**B. Discussion and possible action on the updated Town Center Plan**

This item was continued to the June meeting.

**C. Discussion on the Marketing sub-committee**

Kim Moyers, Economic Development Specialist reported on the sub-committee's progress on the creation of a brochure that will identify all retail establishments and restaurants in Town Center. She showed a brochure from Tempe Marketplace as an example. Ms. Moyers said that it could have an insert that will be updated quarterly and can also include information for any Town event with the initial brochure lasting for one year. The committee is exploring economically viable ways to accomplish this. Ms. Moyers reported that the Promotion sub-committee is on hold at this time for budget reasons.

**D. Update on Town Center projects**

Doreen Cott, Economic Development Director updated the committee on the construction of the Ellsworth Road Improvements, Ocotillo Road to Rittenhouse Road Project. Town Council voted to delay this 2.9 million dollar project at this time.

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However, Council elected to move forward with the portion of the project that included improvements to Victoria Lane to prepare for the “Communiversiy @ Queen Creek”.

Ms. Cott reported that the five vehicle-oriented directional signs from the Directional Signage Program have been installed in locations throughout Town. Phase II will add more directional signs including the homebuilders signage.

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

Committee members asked about the progress of the ADOT grant for trail improvements from Desert Mountain Park to the southeast Ellsworth Loop Road and the grant for the Library Park & Ride. Council Member Benning will look into the progress on the trail improvements and staff is doing further analysis on the Park & Ride and will be going back to Council for future consideration.

Chairman Gad asked the Committee to review the Capstone Project for the next meeting.

**5. Announcements**

**6. Adjournment**

**Motion: Shane Randall 2<sup>nd</sup>: Council Member Wheatley  
To adjourn meeting. Motion carried unanimously.**

Meeting adjourned at 9:02 am.

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TOWN OF QUEEN CREEK

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Chairman Jason Gad

ATTEST:

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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 May 11, 2011 Town Center Committee Meeting. I further certify that the meeting was duly called and that a quorum was present.

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Joy Maglione  
Town Clerk Assistant

**Passed and approved on:** \_\_\_\_\_