



## MINUTES

### Town Center Committee

22358 S. Ellsworth Rd., Queen Creek, AZ  
Development Services Building  
San Tan Conference Room  
September 14, 2011  
8:00 am

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

The meeting was called to order by Chairman Jason Gad at 8:07 am. The following people were in attendance:

**Committee Members:** Hannah Dixon, Chairman Jason Gad, Barbara Khalsa (arrived 8:12 am), Council Member Oliphant, Monica O'Toole, Marquis Scott  
Shane Randall, Angela Trogee, Vice Chair Chris Webb

**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:** Council Member Barnes, Nancy Diab, Steve Ingram, Brandon Walsh

2. **Introductions/ Announcements**

Chairman Jason Gad welcomed Council Member Dawn Oliphant who was recently appointed to the committee.

Kim Moyers introduced Trish Vercoe of Estate Metals and gave a brief overview of the company and the fence panels that they design. A sample panel and booklet were passed around for review.

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. Consideration and possible approval of the June 8, 2011 Town Center Committee & Planning & Zoning Commission joint meeting minutes

**Motion: Shane Randall                      2<sup>nd</sup>: Vice Chair Chris Webb**  
**To approve the June 8, 2011 joint minutes as presented.**  
**Motion carried unanimously.**

B. Presentation of Rail Artwork by Trish Vercoe, Estate Metals

Trish Vercoe from Estate Metals gave a presentation on functional metal art that is custom designed to enhance public areas. Her presentation focused on previous projects in other cities. Some examples of their work included artistic fencing, railings, planters, benches, removable light pole banners and custom artwork.

She outlined opportunities for fundraising and sponsorships to help defray project cost. She showed examples of individually commissioned fence panels and railings that can be sponsored by public and private parties. These panels can be customized to depict the history of the town or to highlight a business. Benches and planters can also be part of a sponsor program.

She gave basic pricing for the product and explained the design, fabrication and final installation process. Durability of the product was discussed and she noted that simulated examples to help envision the final project can be provided along with spec sheets and warranty information.

Chairman Gad said this can be considered as an idea for a beautification project for the Town Center possibly using funds from the 0.25% town center tax surcharge that is collected. The committee discussed use of the town logo on the artwork, locations to display the artwork, such as at gateways and pocket parks, and also locations for fencing. This project will be discussed further at next month's Town Center Committee meeting.

C. Update and discussion of the Urban League Institute (ULI) study

Wayne Balmer gave a presentation on the ULI study that was conducted June 5-10, 2011. A draft report was received and commented on by staff. The Town will receive a final report from ULI and it will be available to the committee. He highlighted some points relative to the Town Center from the ULI Study:

STRENGTHS: Rural quality of life, quality design, infrastructure, local amenities, regional attractions, financial reserve, development capacity, neighboring economic development drivers and annexation opportunities.

WEAKNESSES: Checkerboard development, no freeway proximity, lack of diversity in housing, cost of doing business in town, budget deficiency, and uncompetitive position of job generating land.

UNIQUE ASSETS: Some examples included San Tan Mountain Regional Park, Phoenix Mesa Gateway Airport, ASU Polytechnic campus, Olive Mill, Schnepf Farms, Horseshoe Park, Town Center and Banner Gateway Hospital.

BRANDING/ IDENTITY: Amplify and reinforce brand by promoting farm history, community gardens and special events. Promote local businesses and provide temporary uses and activities that will lead to new business and restaurant growth.

TOWN CENTER: Comparison of our town center to Mill Ave, Tempe, we have a larger area that is not as walk-able. Suggestions included linking areas and vacant parcels; creating 3-4 story apartment complexes; temporary civic uses and community gardens and additional active commercial uses. Ideas were similar to the ASU Capstone report in trying to make the town center unique and interesting.

POTENTIAL REVENUE & LAND STRATEGIES: Increase sales volume with interesting active things to draw in people. Focus on town owned sites with outright sale, long term lease, public private partnerships or joint ventures.

POINTS TO PONDER: Focus on apartments in Town Center; the hometown feel; broaden entertainment options; balance of agrarian and residential; identity/brand; gateways and diversity (types and density). Town is positioned to become community of choice with airport opportunities. Focus on economic development in Town Center.

Chairman Gad summarized that the Town Center Committee's role should be to sort out the two studies (ASU Capstone and ULI) and consider the vision for the Town Center.

Vice Chair Webb suggested the committee also focus on the proposed RFP for the development of a mixed-use entertainment district for the town acquired 17-acre parcel and how it fits into the Town Center Plan.

D. Discussion and possible approval of the Town Center Committee Work Plan 11/12

Ms. Moyers provided a handout of the draft Town Center Committee Work Plan for FY11-12 and gave details on each item as follows:

**1. Develop façade improvement program to encourage revitalization and beautification within the Town Center providing an economic development program tool to utilize the Town Center Funds.**

**DISCUSSION:**

The Town will provide funding incentives to businesses making improvements on storefronts. Items for the committee to consider include criteria, specifics, ideas to make area more inviting and investment amounts.

**2. Create an Identity for the Town Center**

- a. Engage the Town Center businesses to inform and include them in future for the Town Center**
- b. Research and develop program for art panels throughout the Town Center**

**DISCUSSION:**

Ms. Moyers presented an additional item for consideration. She showed the committee a sample of the “To Go Magazine” that is being put together by local business owner, Larry Motter. It includes coupons, Shop QC information, business listings, advertising and a calendar of events. He is planning a monthly mailing to all Queen Creek residents with additional copies available for distribution by the Town. Ms. Moyers said that the Town Center marketing sub-committee had discussed the idea of creating a brochure for Town Center businesses and Mr. Motter’s magazine would achieve this. She suggested the Town Center Committee work together with To Go Magazine to offer support and modifications as needed.

**SUGGESTIONS:**

- Chairman Gad - Add Item 2c : Consider using Town Center funds to install flag brackets throughout the Town Center as suggested by Council Member Barnes at previous Council meetings
- Mr. Balmer – Modify Item 2a: Add the words “and property owners” to Item 2a to also include the owners of vacant undeveloped properties in Town Center
- Ms. Moyers – Add Item 2d: Town Center Committee to provide support to the “To Go Magazine” project

**3. Break down Town Center parcels determining infrastructure needs, zoning, current and future uses, ownership, etc to build marketing collateral for each site “district” identified in the ASU Capstone Project.**

**DISCUSSION:**

Ms. Moyers explained that a short-term subcommittee will be formed to analyze Town Center parcels and how they relate to the ULI and ASU Capstone studies and the Town Center Plan. The subcommittee will present their findings to the Town Center Committee for discussion and recommendation. Subcommittee members will include Wayne Balmer (Town Planning Department), Jason Gad (Planning & Zoning Commission) and Chris Webb (Town Center Committee). There is one more subcommittee position available and she invited members to contact her if interested (note: Committee Member Shane Randall expressed interest to join the sub-committee). Town Center property owners may also be included on the subcommittee as it related to their parcel. Vice Chair Webb noted the importance of including interested property owners.

Additional discussion took place on private property in Town Center, marketing collateral, importance of working with property owners to identify where changes and recommendations would be helpful and promoting the Town Center vision.

**4. Implement ULI and ASU capstone report recommendations into work plan as directed by Town Council**

DISCUSSION:

When the final ULI study is received it will be presented to Town Council for recommendations. Based on these recommendations, changes to the work plan can be modified as necessary.

**5. Investigate a competitive analysis for the Town Center with emphasis on benchmarking and comparing the Queen Creek Town Center with surrounding city's Town Center development zones for the purpose of recommending types of businesses QC should attract and recommend changes to governmental policies (fees, approval efficiencies, ordinance, etc.) to ensure Queen Creek's Town Center area is among the most competitive in the East Valley.**

DISCUSSION:

Investigate and look at what type of business we want to attract to the Town Center. Consider how our Town Center compares to other communities and how to identify issues and consider recommendations to promote growth. Mr. Balmer gave parking requirements as an example. Currently, because of our requirements many variances are granted. A question for discussion might be, "Is there a need to adjust our parking requirements or is the variance process working?"

Council Member Oliphant thanked the Town Center Committee for their work and said that it is very helpful to the Town Council's decision making process. She expressed her desire to start implementing some of the ideas brought forth by the committee.

**Motion: Vice Chair Webb                      2<sup>nd</sup>: Shane Randall**

**To approve the Town Center Committee Work Plan for FY11-12 with modifications to "Item 2- Create an Identity for the Town Center" as follows:**

- **Add Item 2c: Installation of flag brackets throughout Town Center**
- **Add the words "and property owners" to Item 2a**
- **Add Item 2d: Provide support to the "To Go Magazine" project**

**Motion carried unanimously.**

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

Chairman Gad discussed future meeting schedules and asked if changes to meeting time and day were needed to accommodate committee members. Members present were satisfied with the current day and time. Ms. Moyers will reach out to absent members to see if the current schedule is sufficient.

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Ms. Moyers gave an update on the QC Incubator. It has been open for six months and has 11 tenants that have created 20 new jobs.

Wayne Balmer mentioned that Queen Creek Village Center was sold recently and lease rates were lowered significantly. As a result, new business is expected.

Ms. Cott announced that Journey Maps will be unveiling “Arizona’s largest community map” at the 1<sup>st</sup> Annual Queen Creek Business Expo on Thursday, September 22<sup>nd</sup> at Barney Family Sports Complex.

Marquis Scott stated that the annual dinner for the Chamber of Commerce will be tomorrow, September 15<sup>th</sup> at Encanterra and tickets are still available.

**5. Announcements**

None.

**6. Adjournment**

**Motion: Marquis Scott**

**2<sup>nd</sup>: Monica O’Toole**

**To adjourn meeting.**

**Motion carried unanimously.**

Meeting adjourned at 9:32 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 September 14, 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: October 12, 2011**