



CITY OF ELOY

COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING AND ZONING ° BUILDING AND SAFETY ° CODE COMPLIANCE

CITY OF ELOY

DOWNTOWN ADVISORY COMMISSION

REGULAR MEETING

Tuesday, October 11, 2016 at 3:00 PM at

Eloy Chamber of Commerce Facility

305 N. Stuart Boulevard

Eloy, Arizona 85131

AGENDA

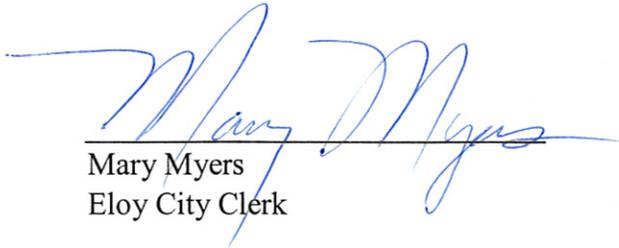
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- I. Call to Order
 - II. Roll Call*
 - III. Call to the Public
 - IV. Motion to approve the September 13, 2016 meeting minutes of the Downtown Advisory Commission.
 - V. New Business: Possible discussion and/or action on the following:
 - A. Review Draft Downtown Vision Statements, goals brand, themes.
 - B. Preparation for Vacant Buildings Tour.
 - C. Preliminary Concepts for Wayfinding Signage.
 - D. Overview of Façade Improvement Ordinance.
 - E. Overview of Media Production Ordinance.
 - VI. Communications:
 - A. City Hall Project
 - B. Major General Plan Amendments
 - C. Downtown Activity/Events
 - VII. Good of the Order

- B. Major General Plan Amendments
- C. Downtown Activity/Events

VII. Good of the Order

VIII. Motion to Adjourn.

POSTED ON TUESDAY, OCTOBER 4, 2016 BY 5:00 PM AT ELOY CITY HALL, ELOY POST OFFICE, TROY THOMAS CENTER, TOLTEC COMMUNITY CENTER AND THE ELOY WEBSITE: www.elayaz.org



Mary Myers
Eloy City Clerk

*** ONE OR MORE MEMBERS OF THE DOWNTOWN ADVISORY COMMISSION MAY ATTEND BY TELEPHONIC MEANS.**

PERSONS WITH DISABILITIES NEEDING ACCOMMODATION OR ALTERNATIVE FORMATS SHOULD CONTACT LORENA LaSALDE-RIOS, ADA COORDINATOR FOR THE CITY OF ELOY, AT 466-9201 OR 466-7455 (TDD). IF POSSIBLE, SUCH REQUEST SHOULD BE MADE SEVENTY-TWO (72) HOURS IN ADVANCE.

**MEETING MINUTES OF
THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION
Regular Meeting
Tuesday, September 13, 2016
3:00 PM**

I. CALL TO ORDER

Chairperson Benner called the meeting to order at 3:00 p.m.

II. ROLL CALL

Members Present:

- Dick Myers
- Ralph Varela
- Mark Benner
- Isabel Morales
- Jim Dinkle
- Mary Jane Damron (arrived at 3:04 p.m.)
- Betty Peterson (arrived at 3:29 p.m.)

Members Absent:

- Ex-Officio Joel G. Belloc

Staff/Others Present:

- Jon Vlaming, Community Development Director
- Belinda Cruz, Planner

III. CALL TO THE PUBLIC

None.

**IV. MOTION TO APPROVE THE JUNE 7, 2016 MEETING MINUTES OF THE
DOWNTOWN ADVISORY COMMISSION**

Chairperson Benner asked for a motion to approve the meeting minutes of the Downtown Advisory Commission. Member Varela made the motion to approve the minutes. Member Morales seconded the motion. Chair Benner called for the vote and the motion passed 5-0, with Member Myers not voting as he did not get the opportunity to review the meeting minutes.

V. NEW BUSINESS: POSSIBLE DISCUSSION AND/OR ACTION ON THE FOLLOWING: No action taken. Chairperson Benner asked if Mr. Vlaming could take over Agenda Items VI.A through F.

A. PRELIMINARY DRAFT DOWNTOWN THEMES

Mr. Vlaming mentioned that the following agenda items were part of the information discussed at the last meeting and that based on the discussion at the last meeting, Staff went through the Preliminary Drafts for the Downtown Themes, Downtown Slogan/Brand, Values, Downtown Vision Statement, Downtown Issues and Preliminary Downtown Goals. Based on the input and revisions mentioned, the Community Development Staff put together a document to have a framework document that as a committee, would be fairly close to the mark. Mr. Vlaming went over each of the themes and asked if any members had comments. There was some discussion on the inclusion of historic with Authentic Hispanic Experience. In addition, it was mentioned that there is a native American presence and African American presence that should be included too.

B. PRELIMINARY DRAFT DOWNTOWN SLOGAN/BRAND

Mr. Vlaming read the phrase that had been identified by the members and there were no additional comments.

C. DOWNTOWN VALUES

Mr. Vlaming went over agenda items C. and E. He mentioned that the values start to identify the components of a vision statement and the issues underpin supportive goals for the Downtown. A total of fifteen values were listed based on the question:

If you left Eloy and returned five years later, what elements or components of the Downtown would you like to see remain. Several of the Commission members provided the following thoughts:

1. Diversity
2. Inclusivity
3. Empowerment
4. The ambience of mom-and-pop shops
5. Would like to see the downtown area remain a “hub” for the City of Eloy as a governmental entity.
6. Retain the current culture of a one-stop center for all life activities (i.e. schools, shopping, business offices, places of worship, healthcare availability, etc.)
7. Commitment–Commitment to revitalize the Eloy downtown area. It may be necessary to tear down buildings or renovate them, but we must be committed to making this happen through a strategic step-by step process. Stakeholders must be committed.

8. Traditionalism-Eloy has a diverse base which is rich in tradition and history. Embracing its tradition.
9. Community–If I left Eloy and returned years later, I'd want to feel that sense of Community that Eloyans feel presently.
10. Renovation of the Dust Bowl Theater as a gateway to downtown
11. Filling vacant storefronts with either destination shops or decorate empty building's windows with displays or some sort of art (trumploi)
12. Hiring a downtown coordinator to manage events, maintenance and an association of the merchants.
13. Main Street Park.
14. Historical Buildings – i.e. Old Catholic Church restored at 4th & D Street.
15. A Park, complete with restrooms and picnic Ramada's in front of the Visitor Center and an Eloy LED sign out front on Toltec Road, letting people know what is going on in Eloy.

Fifteen issues were listed based on the question: If you left Eloy and returned five years later, what elements or components of the Downtown would you like to see changed:

1. Importance of Downtown as an economic engine
2. Beautiful and vibrant downtown area
3. Downtown as a Themed Destination reflecting Eloy heritage and various cultures
4. Obviously, a more robust retail presence
5. More aesthetic ambience added to Main Street (i.e. trees, lighting, benches)
6. A landmark or monument be implemented to serve as a lead for all downtown activities as well as the branding of Eloy (i.e. an arched entryway, a mural, a statue, a memorial marker, etc.)
7. Downtown area revitalized. Fewer vacant buildings whether it means to tear down or to renovate vacant buildings, and new businesses in the downtown area.
8. Key focal points definitely will include the theater building and the VA Park. I really liked the idea of a mural on the side of the theater. I also believe Frontier Street plays a vital role and must be considered.
9. Main Street Park – this again is a focal point. I'd like to see more benches along the perimeter of the park. Aesthetics is important for any city.
10. Generating foot traffic through attraction of destination shops, restaurants, a bakery, etc.
11. Promoting the Downtown to Interstate 10 travelers with billboards.
12. How to get earned media (free press) from Maricopa and Pima County to help attract visitors, shoppers and new residents to Eloy.
13. Restoration of the old Dust Bowl Theater.
14. A large chain grocery store or a super Walmart built.
15. Plaques or an Address location list of what remaining buildings housed what businesses back in the 1950's or location markers where the old floor slabs on Frontier Street, to be used for possible walking tours.

D. PRELIMINARY DRAFT DOWNTOWN VISION STATEMENT

Mr. Vlaming asked if any members had comments. Member Varela stated he liked it and suggested to add something in relationship with the quality of life to bring it out. Member Morales mentioned about a revitalization that the Vision Statement sounded more like a score card instead of a Vision. She read Maryvale's vision statement. She stated the current statement should have more vision. Mr. Vlaming stated that Staff will continue to work on refining the draft statement t.

E. DOWNTOWN ISSUES See Agenda Item VI.C.

F. PRELIMINARY DRAFT DOWNTOWN GOALS

Mr. Vlaming mentioned that Staff took a first cut at the overall Downtown Goals and nested some ideas for implementation to give a sense of structure as we proceed. Member Morales suggested to replace the first Goal mentioned on the list "Make Downtown an economic engine and destination of the City" to make it a hub County wide to substitute it with Region. Vice-Chair Benner asked if Jon could explain in detail what the east-west road way connection south of downtown to enhance job grow was located. Mr. Vlaming used a map attached to the wall and pointed out that it was being proposed along Main Street going south towards the railroad tracks, continued south of Alsdorf Road and would curve toward the Date Street alignment and reconnecting with Sunshine Boulevard where it would enhance the opportunity for more commercial and retail operations. Member Myers stated that it would open the area for more businesses. Mr. Vlaming also mentioned about the potential of utilizing some of the food tax (that was approved last April to replace the roof tile in front of the businesses along Main Street. Member Dinkle mentioned he is working on drafting an Ordinance to go to the Mayor and Eloy City Council next month (October). It would be a good jump start for those businesses located along Main Street (from Frontier to 12th Street) with the funds to be used for weatherization, awning repairs, demolitions façade, etc.

VI. COMMUNICATIONS:

A. CITY HALL PROJECT

Mr. Vlaming brought the Committee up to date on the new City Hall project. He indicated that the Selection Committee had completed their review and was recommending a firm for each of the following items: Project Management, Architecture, and Contractor. These recommendations will go to the Council at the September 26th meeting.

B. MAJOR GENERAL PLAN AMENDMENTS

Mr. Vlaming mentioned that Staff is working on three Major General Plan Amendments (GPA) that are out for the 60-Day review and that comments are due by Monday, October 3, 2016. He mentioned that one of the amendments also includes the recommendation to void the current Downtown Development and Neighborhood Preservation map (due to its inconsistency with the land use map) and that element will rely on the land use map going forward. These Major GPAs are scheduled to go to the Planning and Zoning Commission in October and then will go to the Eloy Mayor and City Council on or before Monday, November 28, 2016.

C. DOWNTOWN ACTIVITY

Mr. Vlaming communicated that Joey Martinez, Chief Building Official, is preparing the bids to go to the Mayor and Eloy City Council to accept the bid for a roofing contractor to replace the roof tile and conduct the minor parapet wall and roof repairs for the eight overhang arcades located above the sidewalks along Downtown Main Street. He also mentioned that an individual recently purchased several buildings along the east side of Main Street and is proposing a retail store and the assembling of skydiving gear. At this time, the owner is working on repairs of the buildings.

D. COMMUNITY EVENTS

Mr. Vlaming mentioned about some of the community events happening in the City of Eloy:

- Eloy Fiestas Patrias hosted by Corazon De Latinos Unidos scheduled for Friday, September 16 and Saturday, September 17.
- Adopt-A-Street Program scheduled for Saturday, October 15 at 7:00 a.m.
- Tour of Vacant Buildings scheduled for Friday, November 4 at 7:00 a.m.
- Operation Eloy Clean Up scheduled for Saturday, November 5.

VII. GOOD OF THE ORDER

Member Myers made a comment about the upcoming dinner dance and the availability of the re-printed “Eloy’s Treasure of personal recipes” cook book. Member Peterson mentioned about the Fiestas Patrias event coming up and she is working on the hunger issue in the area. Member Damron identified the St. Helen’s Church even of the Thursday before Thanksgiving and the Noche de Mariachi on October 21st.

VIII. MOTION TO ADJOURN.

Chairperson Benner asked for a motion to adjourn. Member Myers moved for a motion to adjourn the meeting and was seconded by Member Peterson. The motion to adjourn passed 7-0 and the meeting adjourned at 3:57 p.m.

Preliminary Draft Downtown Themes

Here are the six overarching themes that have been identified for the Downtown:

- **Authentic Cultural Experience**-Downtown Mercado, Fiesta Patrias, Salsa Festival, Carniceria, Panaderia, Native American influence, African American influence, etc.
- **Agritourism**-Farmer's Market, Organic Farming (Veteran's Farm to Table Restaurant, Coffee Shop, Restaurant)
- **Skydiving Related**-Creation of goods and retail sales
- **Business Creation**-Incubator, home occupations
- **Veterans Services**-Veteran's Center, Veteran's Park
- **Arts and Culture**-Artists, theatre, offerings

Preliminary Draft Downtown Slogan/Brand: The commission has identified the phrase:

Sabor de Eloy (Taste of Eloy)

Downtown Values and Issues

The discussion of values and issues starts to identify the components of a vision statement and supportive goals for the Downtown. Several of the Commission members have provided the following thoughts (Staff has included these thoughts verbatim at this point to show common threads among respondents). These will continue to be refined and augmented.

Values. If you left Eloy and returned five years later, what elements or components of the Downtown would you like to see remain?

1. Diversity
2. Inclusivity
3. Empowerment
4. The ambience of mom-and-pop shops
5. Would like to see the downtown area remain a "hub" for the City of Eloy as a governmental entity
6. Retain the current culture of a one-stop center for all life activities (i.e. schools, shopping, business offices, places of worship, healthcare availability, etc.)
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15. A Park, complete with restrooms and picnic Ramada’s in front of the Visitor Center and an Eloy LED sign out front on Toltec Road, letting people know what is going on in Eloy.

Preliminary Draft Downtown Vision Statement. Based on the values above, a preliminary vision statement has been created to guide the reemergence of Downtown Eloy:

Option A:

The citizens of Eloy have made their downtown the embodiment of its diverse cultures and history through inclusivity, mutual respect and entrepreneurship. Quality of life and healthy living has been enhanced through the mix of compatible land uses and the provision of connected sidewalks, bike lanes and local/regional transit service, and access to healthy food. The downtown is, and will continue to be, the “Heart of Eloy”, with Main Street Park functioning as the community” living room”. The City’s stock of historic buildings and traditions have been retained and enhanced through focused revitalization efforts. The City and its businesses and property owner partners continue to develop and redevelop viable and sustainable Downtown uses and activities to maintain a strong community heartbeat.

Option B: (previous)

The citizens of Eloy have made their downtown the embodiment of its diverse cultures and history. The community embraces inclusivity, mutual respect and entrepreneurship to foster a mix of residential, retail, office, governmental, institutional and other supportive uses. A healthy community has been created by the connections of sidewalks, bike lanes and access to local/regional transit service. The City has continued its firm resolve that the downtown is, and will continue to be, the “Heart of Eloy”, with Main Street Park functioning as its community living room. They have succeeded in finding the balance to retain and enhance its stock of historic buildings and traditions through focused revitalization efforts. They continue to partner with property owners to substitute viable and sustainable development and redevelopment uses on vacant and underutilized properties.

Issues. If you left Eloy and returned five years later, what elements or components of the Downtown would you like to see changed?

1. Importance of Downtown as an economic engine
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4. Obviously, a more robust retail presence
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Preliminary Draft Downtown Goals and Policies. Based on the issues identified above, the following preliminary draft goals have been identified:

Goal: Make Downtown an economic engine and destination of the Region

- New City Hall design and construction
- Police and Justice Center revitalization
- Private Investment and Job Creation
- Inspire entrepreneurship to spur small business formation and future growth and expansion
- Incubator space reorganization (existing or different building)
- Maker space opportunity
- Authentic Hispanic offerings (carniceria, panaderia)
- Coffee shop opportunity/restaurant opportunity (farm to table)
- East-west roadway connection south of downtown to enhance job growth
- Signage and rerouting of Sunshine Boulevard to activate Main Street

Goal: Enhance Downtown neighborhoods to promote a vibrant population in Downtown

- Create a Building Façade Improvement Assistance Program
- Pursue housing grant monies
- Promote infill housing on select lots
- Revitalize Joe Louis Heights housing (Washington and 3rd St.)

Goal: Enhance the aesthetic appeal of Downtown.

Main Street Park Upgrades

Streetscape improvements on Main Street

Landscape/Signage/Kiosk Entry Treatment at Frontier and Main and Theatre Wall Mural

Arcade renovations on Main Street

Community Garden on Main Street

Adopt A Street Participation and Cleanups

Operation Community Clean ups

Wayfinding signage program

Chamber park renovation and mural for the Chamber wall

Goal: Embrace the history of Eloy.

Dust Bowl Theatre Renovation

Plaques on properties and an address location list

E-Tour of historic buildings (self-walking)-line on sidewalk?

Goal: Market the Downtown Area

Make the downtown the destination for events (Tip over the shelves 5K, Fiesta Patrias, community movie night (new city hall? Etc.)

Get media to highlight the area on frequent basis

Tour of Vacant Buildings (November 4th, 2016)

Consider a Downtown Coordinator Task

Consider an LED sign at Visitor's Center