



CITY OF ELOY

**THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION MEETING
Wednesday, August 12, 2020, 3:00 PM
City Hall Community Room
595 North C Street
Eloy, Arizona 85131**

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Call to the Public**
- IV. Motion to approve the 12/11/2019 and 7/8/2020 meeting minutes of the Downtown Advisory Commission**
 - A. Approval of minutes from December 11, 2019 and July 8, 2020
- V. Old Business: Possible discussion and/or action on the following:**
 - A. Direct staff to commence work on the Focus Areas of the Eloy Downtown Master Plan
 - B. Commission to consider a recommendation to the City Council that staff prepare a solicitation to retain an urban economics and planning consultant for the Main Street Focus Area.
 - C. Main Street Renovation Project Update
 - D. Dust Bowl Estimate Update
- VI. New Business: Possible discussion and/or action on the following:**
 - A. New Downtown Investments Update
 - B. General Discussion regarding Main Street Signage
- VII. Communications:**
 - A. Staff
 - B. Commission Members
- VIII. Good of the Order**
- IX. Motion to Adjourn**

POSTED BY MONDAY, AUGUST 10, 2020, BY 5:00 P.M. AT ELOY CITY HALL, ELOY POST OFFICE, TROY THOMAS COMMUNITY CENTER, TOLTEC COMMUNITY/SENIOR CENTER AND CITY WEBSITE: www.elayaz.gov

A handwritten signature in cursive script, reading "Mary Myers", followed by a horizontal line.

Mary Myers, CMC, CPM
City Clerk

INDIVIDUALS WITH SPECIAL ACCESSIBILITY NEEDS MAY CONTACT LORENA LaSALDE-RIOS, ADA COORDINATOR FOR THE CITY OF ELOY AT 520-466-9201 OR 520-466-7455 (TDD). IF POSSIBLE, SUCH REQUESTS SHOULD BE MADE 72 HOURS IN ADVANCE. ONE OR MORE MEMBERS OF THE COMMISSION AND/OR STAFF MAY PARTICIPATE BY TELEPHONIC OR VIDEO MEANS.

**MEETING MINUTES OF
THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION
Regular Meeting
Wednesday, December 11, 2019
3:00 PM
CITY HALL EXECUTIVE ROOM**

I. CALL TO ORDER

Chairperson Ralph Varela called the meeting to order at 3:03 p.m.

II. ROLL CALL

Members Present:

- | | |
|----------------|--|
| ▪ Ralph Varela | ▪ Ex-Officio Joel G. Belloc, Mayor (<i>excused himself at 3:23 p.m.</i>) |
| ▪ Mark Benner | ▪ Isabel Morales (telephonically) |
| ▪ Dick Myers | ▪ Betty Peterson |
| | ▪ Allen J. Crawford |

Members Absent:

▪

Staff/Others Present:

- Jon Vlaming, Community Development Director
- Belinda Lopez, Planner
- Jeff Fairman, Economic Development Specialist
- Jillian M. Childress, Management Assistant

III. CALL TO THE PUBLIC

There were no members of the public in attendance.

IV. MOTION TO APPROVE THE SEPTEMBER 18, 2019 MEETING MINUTES OF THE DOWNTOWN ADVISORY COMMISSION.

Chairperson Varela asked for a motion to approve the meeting minutes of the Downtown Advisory Commission. Vice Chairperson Benner made a motion to approve the September 18, 2019 meeting minutes as presented. Commissioner Crawford seconded the motion. The motion was approved unanimously.

V. OLD BUSINESS: POSSIBLE DISCUSSION AND/OR ACTION ON THE FOLLOWING.

- A. UPDATE ON THE FAÇADE REHABILITATION IMPROVEMENT PROGRAM, MAIN STREET RENOVATION PROGRAM AND DUST BOWL THEATRE.** – Mr. Vlaming and Mr. Fairman discussed a revised approach to the arcade and façade update that they believe can be accomplished for a reasonable amount of money and completed on time for a grand reopening celebration-perhaps in early spring of 2021. The scope of work would include repair and repaint of the sidewalk overhangs and a repainting of the fronts and end caps of the key Main Street buildings. Another component of the effort would allow staff to obtain estimates for four Dust Bowl Theater options including just stabilization, repair to a vanilla shell, restore as a theater or demolition. After consideration, the DAC approved the concept and asked staff to carry forward to the City Council for input and possible approval.

VI. NEW BUSINESS: POSSIBLE DISCUSSION AND/OR ACTION ON THE FOLLOWING:

VII. COMMUNICATIONS:

- A. SUMMARY OF ELOY JOB FAIR HELD AT CITY HALL** – A Job Fair was hosted by Arizona at Work on Thursday, September 19, 2019 from 10am – 2pm (30 vendors with local and regional employers). The next Job Fair is planned for next year in April 22, 2020, which will target public safety; border patrol and corrections job opportunities.
- B. SUMMARY OF NOVEMBER VACANT BUILDING TOUR** – Vice-Chair Benner commented eleven people attended the tour. He felt that the Eloy Chamber would do a better job if he speaks to individuals versus sending an email to elicit their attendance. The next Tour is tentatively scheduled for April 2020. The goal is to try to get individuals that would work on existing buildings.
- C. OVERVIEW OF POTENTIAL PROJECTS TO ENHANCE DOWNTOWN** – Mr. Vlaming commented that the Department of Public Works is working for solutions for pedestrian safety at the intersection of Main Street and Frontier Street. Public Works staff has moved passed the initial discussion of a roundabout and is looking at configurations that are more conventional.
- D. EX-OFFICIO MEMBER REPORT-MAYOR BELLOC** – Ex-Officio Belloc left early. However, at the beginning of the meeting, he expressed his concern about the options for the Dust Bowl Theater.

VIII. GOOD OF THE ORDER –

- Commissioner Myers reported that the Eloy's Santa Cruz Valley Historic Museum Grand Opening Day is scheduled to be on January 24, 2020 at 10:00 a.m.
- Mr. Fairman gave an update on the Hotel Feasibility Analysis. The consultant visited the City two weeks ago and interviewed every single hotel/motel in the City; this study should be completed by the end of January 2020.

- Ms. Childress gave an update on the Citizen Survey that is currently under way for the residents of Eloy. A post card with an identification number has been sent out where citizens are able to participate via internet or a phone call. The company that is working on this survey will attend the Light Parade schedule for Saturday, December 14, 2019.
- Vice-Chairperson Benner announced that the Eloy Chamber of Commerce nominations would be out this Thursday for a City Employee of the Year and Volunteer of the Year.
- Mr. Fairman also gave a brief overview of the Airport Analysis being completed by ASU. The study is focused on quantifying the direct/indirect impacts of the Airport in the Eloy area, as it will inform City Council regarding the best ways to increase the overall impact of the airport's activities on the community.

IX. MOTION TO ADJOURN

Chairperson Varela asked for a motion to adjourn. Commissioner Benner moved for a motion to adjourn the meeting and was seconded by Commissioner Peterson. The motion to adjourn passed unanimously and the meeting adjourned at 4:28 p.m.

**MEETING MINUTES OF
THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION
Regular Meeting
Wednesday, July 8, 2020
3:30 PM
CITY HALL EXECUTIVE ROOM**

I. CALL TO ORDER

Chairman Varela called the meeting to order at 3:30 p.m. The Chairman had to leave the meeting at 4:06; Vice Chairman Benner took over the meeting at that time

II. ROLL CALL

Members Present:

- | | |
|---|--|
| ☐ Chairman Ralph Varela (Zoom) | ☐ Isabel Morales (Zoom) |
| ☐ Vice Chairman Mark Benner | ☐ Betty Peterson |
| ☐ Dick Myers | ☐ Allen J. Crawford |

Members Absent:

- | | |
|--|---|
| ☐ Allen J. Crawford | ☐ Ex-Officio Joel G. Belloc, Mayor |
|--|---|

Staff/Others Present:

- ☐ Jeff Fairman, Economic Development Specialist
- ☐ Police Chief Chris Vasquez
- ☐ Jerry Stabley, Planning Manager

III. CALL TO THE PUBLIC

There were no items in the call to the public

IV. MOTION TO APPROVE THE DECEMBER 11, 2019 MEETING MINUTES OF THE DOWNTOWN ADVISORY COMMISSION

The minutes were not completed in time for the meeting. Commissioner Myers moved to table the minutes, seconded by Commissioner Peterson. The motion passed unanimously 5-0.

V. OLD BUSINESS: POSSIBLE DISCUSSION AND/OR ACTION ON THE FOLLOWING

A. UPDATE ON POLICE DEPARTMENT

Chief Vasquez presented the Commission with an update on the new police station in downtown.

- The current building is inadequate
- The new building is being constructed in two phases
- The new building will be much more customer friendly
- There will be a new victim interview room
- The building will be 17,000 square feet, 2.5 times larger than current building
- Phase 1 should be open in September
- Phase 2 will start demolition in September and be completed in May of 2021

B. MAIN STREET RENOVATION PROJECT UPDATE

Mr. Fairman presented an update on the façade renovation of Main Street. The contractor is going to start working on the project on Tuesday July 14. His team will be repainting the faces of all the buildings, the columns and the fascia. They will be replacing the tiles on the arcade and any deteriorated wood on the fascia. The existing fluorescent lights will also be replaced with LED lights.

Jeff showed the Commission the proposed colors for the renovation: an off white for the facades and columns, an artichoke color to match the city hall and police station for the fascia, and brick red tiles. There was agreement among the Commissioners on the colors selected.

There is a budget of \$147,800 for the project, and Jeff is aiming for completion in September. The anticipated Phase 2 of the project will involve bringing in an artist to decorate the columns. Jeff also mentioned that we are considering allowing tenants to paint a version of their signage on the columns.

C. DUST BOWL ESTIMATE UPDATE

Mr. Fairman discussed the process he is using to obtain structural information on the Dust Bowl Theater. The City has asked firms for Statements of Qualification. We have received six quality statements. The options we will be exploring are:

- Restore the building to its original grandeur, including the marquee
- Turn it into a plain shell
- Stabilize the building so it does not deteriorate further
- Demolish and prepare the site for a new building.

Commissioners Peterson and Varela asked about timing for the project. Jeff responded that we are looking to go to the City Council in September with information on the structural integrity of the Dust Bowl.

Commissioner Myers stated that he believes that the building must have a purpose if we decide to renovate it. He also wondered if Jeff would be returning to the Commission for a recommendation. Jeff said that he would.

Commissioner Myers discussed the pictures he has seen that show that the veteran's building next to the theater has its own wall. This may allow the theater to be demolished without impacting the veteran's center.

VI. NEW BUSINESS: POSSIBLE DISCUSSION AND/OR ACTION ON THE FOLLOWING:

A. ELOY DOWNTOWN PLAN PRESENTATION AND DISCUSSION

Mr. Stabley presented powerpoint slides to the Commission. In both 2019 and 2020, the Eloy City Council set a goal to complete a master plan for Downtown Eloy. Downtown is bounded, in general, by Battaglia Road on the north, I-10 on the south, 11 Mile Corner Road on the west and La Palma Road on the east.

Our Downtown is large and has very complex issues. In order to address this complexity, staff is proposing four focus plans:

- Main Street
- Neighborhoods
- Commercial Opportunities
- Window on Interstate 10

The Main Street Focus Plan is proposed to consist of Main Street properties from Frontier to 6th Streets, along with adjoining properties between Myers and Stuart Boulevards. This area is the heart of our community and has been struggling for years. Staff proposes to direct our attention to this area first.

Staff has identified some positive aspects and some challenges facing the Main Street Focus Area. Positive aspects include:

- Downtown Advisory Commission (DAC)
- Façade Renovation and Arcade Improvement Program
- ULI Arizona Technical Assistance Panel (2015)
- Proximity to Nikola
- Inexpensive Properties

Staff has also identified some challenges that we feel should be addressed in the Master Plan:

- Businesses closing or threatening to close
- Little interest from new tenants

- Empty buildings
- Deteriorating structures
- Very little traffic, vehicle or pedestrian
- Buildings with limited architectural interest

In order to address these Main Street challenges, staff will need to bring in expertise that we do not have in-house. We will be requesting funds to hire a consultant team that will help us determine the best possible future for Downtown Eloy, and then lay out the steps we will need to take to get there.

Commissioner Peterson asked if we were working with homebuilders to prompt them to build in our Downtown. Jeff assured the Commissioners that we were having those discussions with homebuilders.

The presentation was well received by the Commission and Jerry stated he would like to return to the next Commission meeting and ask for a recommendation to move forward with the planning effort and hire a consultant team.

B. VACANT BUILDING TOUR DISCUSSION

Vice Chairman Benner stated that the next vacant building tour is being planned for October 9, but it might not happen because of COVID. Commissioner Peterson asked if we have been tearing down derelict buildings. Jeff responded that we have demolished six in the past year and plan to do more in the current fiscal year. Commissioners Petersen and Morales shared positive information about the real estate market and interest rates.

C. NEW DOWNTOWN INVESTMENTS UPDATE

Mr. Fairman shared that the City is considering the purchase of the LaPaglia building. Mr. Stabley stated that two entrepreneurs have purchased the Triple C Building at Main and 4th.

VII. COMMUNICATIONS:

A. STAFF

There was no staff communications

B. COMMISSION –

Commissioner Morales stated that the public areas of the Great Western Banks remain closed.

Vice Chairman Benner stated that there will be a virtual forum for City Council candidates on Facebook Live. The Eloy Enterprise is sponsoring the forum.

VIII. GOOD OF THE ORDER –

There was nothing for the good of the order.

IX. MOTION TO ADJOURN

Vice Chairman Benner declared the meeting adjourned at 4:45 p.m.

DRAFT

CITY OF ELOY

REQUEST FOR COMMISSION ACTION

Agenda Item: **V.A.**

Date: **08/12/2020**

Date submitted:
07/21/2020

Action: Formal

Subject: Direct staff to commence
work on the Focus Areas of the Eloy
Downtown Master Plan

Date requested:
08/12/2020

TO: Downtown Advisory Commission

FROM: Jerry Stabley

RECOMMENDATION:

Direct staff to work on the Focus Areas

DISCUSSION:

Staff presented four proposed Downtown Eloy Focus Areas to the Commission for the first time in July 2020. Staff requests formal direction from the Commission to continue to work on these Focus Areas.

FISCAL IMPACT:

None

CITY OF ELOY

REQUEST FOR COMMISSION ACTION

Agenda Item: V.B.

Date: 08/12/2020

Date submitted:
07/21/2020

Action: Formal

Subject: Commission to consider a recommendation to the City Council that staff prepare a solicitation to retain an urban economics and planning consultant for the Main Street Focus Area.

Date requested:
08/12/2020

TO: Downtown Advisory Commission

FROM: Jerry Stabley

RECOMMENDATION:

Commission to consider a recommendation to the City Council that staff prepare a solicitation to retain an urban economics and planning consultant for the Main Street Focus Area.

DISCUSSION:

Staff presented the proposed Main Street Focus Area to the Commission in July 2020. Staff identified that much of the work could be done in-house. Staff is requesting assistance in the preparation of the very important first step of developing a shared vision for Main Street. This vision must be underpinned with market reality which can be provided through a market analysis. Staff is requesting the assistance of an urban economics consultant to conduct this work.

FISCAL IMPACT:

Staff estimates that the consultant should cost no more than \$50,000 and could be less depending on the agreed upon scope of work and project schedule.

CITY OF ELOY

REQUEST FOR COMMISSION ACTION

Agenda Item: V.C.

Date: 08/12/2020

Date submitted:
07/21/2020

Action: Other

**Subject: Main Street Renovation
Project Update**

Date requested:
08/12/2020

TO: Downtown Advisory Commission

FROM: Jeff Fairman

RECOMMENDATION:

No Recommendation-just a status of the work currently under way on Main Street

DISCUSSION:

The City retained JC Tarasco Construction & Painting to renovate the arcades and facades of the existing buildings on Main Street, from Frontier Street to 6th Street. The work has been proceeding expeditiously so far with roof sheeting replacement, tar paper, tack strips affixed, stucco repair and initial painting taking place.

FISCAL IMPACT:

This work is being accomplished with a City Council approved contract of \$148,700.

CITY OF ELOY

REQUEST FOR COMMISSION ACTION

Agenda Item: V.D.

Date: 08/12/2020

Date submitted:
07/21/2020

Action: Other

Subject: Dust Bowl Estimate Update

Date requested:
08/12/2020

TO: Downtown Advisory Commission

FROM: Jeff Fairman

RECOMMENDATION:

The City Council, on August 10, 2020, approved the contract to retain Rider, Levitt, and Bucknall to complete the feasibility study

DISCUSSION:

The City has solicited the services of a firm to quantify the costs associated with the retention, improvement or demolition of Dust Bowl. That work is set to begin the week of August 17, 2020.

FISCAL IMPACT:

The cost of the feasibility analysis is \$12,400.

CITY OF ELOY

REQUEST FOR COMMISSION ACTION

Agenda Item: **VI.A.**

Date: **08/12/2020**

Date submitted:
07/21/2020

Action: Other

Subject: New Downtown
Investments Update

Date requested:
08/12/2020

TO: Downtown Advisory Commission

FROM: Jon Vlaming

RECOMMENDATION:
No Recommendation

DISCUSSION:

An overview of the recent investments in the Downtown and surrounding area

FISCAL IMPACT:

Not Applicable

CITY OF ELOY
REQUEST FOR COMMISSION ACTION

Agenda Item: **VI.B.**

Date: **08/12/2020**

Date submitted:
07/28/2020

Action: Other

Subject: General Discussion
regarding Main Street Signage

Date requested:
08/12/2020

TO: Downtown Advisory Commission

FROM: Jeff Fairman

RECOMMENDATION:

No recommendation at this time

DISCUSSION:

Initial discussion with the Commission on intentions for signage along Main Street

FISCAL IMPACT:

Not Applicable