



# AGENDA

Special Study Session of the  
**Scotts Valley City Council**  
**REMOTE ACCESS ONLY**

**Date: June 2, 2021**  
**Time: 4:30 pm**

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	Via Zoom Videoconference <a href="https://us02web.zoom.us/j/81234138671">https://us02web.zoom.us/j/81234138671</a>	The agenda was posted 5-28-21 at City Hall and on the Internet at <a href="http://www.scottsvalley.org">www.scottsvalley.org</a> .

## PUBLIC ADVISORY REGARDING COVID-19 AND PUBLIC PARTICIPATION

Consistent with Executive Order No. N-29-20 issued by Governor Newsom on March 17, 2020, and the County of Santa Cruz Health Services Agency Shelter In Place Public Health Order dated March 31, 2020, this regular meeting of the City Council will be conducted through videoconference. Elected Officials and City Staff Members will be participating remotely via videoconference.

### Public Participation:

The meeting will be available on Zoom and broadcast through Community Television of Santa Cruz on Channel 25 and via their website at the following link: <https://communitytv.org/watch/> (be sure to click on Channel 25). For those wishing to participate via Zoom you can join the following ways:

- Join from a PC, Mac, iPad, iPhone or Android device:  
 Please click this URL to join. <https://us02web.zoom.us/j/81234138671>
- Or iPhone one-tap:  
 +16699009128,,88999122100# US (San Jose)  
 +12532158782,,88999122100# US (Tacoma)
- Or join by phone:  
 Dial(for higher quality, dial a number based on your current location):  
 US: +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656  
 or +1 301 715 8592 or +1 312 626 6799

*Webinar ID: 812 3413 8671*

You will be given opportunities to provide public comment at the appropriate times throughout the meeting via Zoom. If you are participating via dial-up only, use \*9 to raise your hand at the requested time.

**How to comment via Zoom:**

1. At the appropriate times during the meeting for public comment, on items not on the agenda, and on specific agenda items, the Mayor will announce that public comment will be accepted. Our usual time limits of 3 minutes per individual, or 5 minutes for an individual who is representing a group of three or more, will apply. Please note that per our standard practice, this is not a question and answer time, but simply a time for you to provide your comments to the Council.
2. There is an option on Zoom to raise your hand. Please click on this option when the Mayor announces that public comment will be taken. Zoom places people in line automatically. If you are participating via dial-up, you can raise your hand at the appropriate time by pressing \*9. When it is your turn, the City Clerk will unmute you, and you will be able to make your comments based on the above time frames. Once your time is up, you will once again be muted and the next person in line will be given their opportunity to speak.

**How to comment via email:**

1. Members of the public may provide public comment by sending comments to the City Clerk via email at [cityhall@scottsvaley.org](mailto:cityhall@scottsvaley.org).
2. Additional materials and emails must be received by 3:30 pm the day of the meeting and will be distributed to agenda recipients prior to the meeting.
3. Emails received after 3:30 pm the day of the meeting will not be included in the record.

<b>ELECTED OFFICIALS</b>	<b>CITY STAFF MEMBERS</b>
Derek Timm, Mayor Jim Reed, Vice Mayor Jack Dilles, Council Member Randy Johnson, Council Member Donna Lind, Council Member	Tina Friend, City Manager Kirsten Powell, City Attorney Steve Walpole, Chief of Police Casey Estorga, Administrative Services Director Taylor Bateman, Community Development Director Scott Hamby, Interim Public Works Director Tracy Ferrara, City Clerk/Administrative Manager

**CALL TO ORDER 4:30 PM**

**ROLL CALL**

**SPECIAL SET MATTER**

1. Special Study Session on Town Center Retail Market Analysis and Best Practices (City Manager Friend)

**ADJOURNMENT**

## City of Scotts Valley CITY COUNCIL STAFF REPORT

**DATE:** June 2, 2021

**TO:** Honorable Mayor and City Council

**FROM:** Tina Friend, City Manager

**SUBJECT: SPECIAL STUDY SESSION ON TOWN CENTER RETAIL  
MARKET ANALYSIS AND BEST PRACTICES**

### **SUMMARY OF ISSUE**

Last fall, the City Council established the Town Center Opportunity Committee, comprising Mayor Derek Timm and Councilmember Randy Johnson, with the purpose to explore, identify and coordinate future development options for the Town Center. The Committee focused its efforts to research best practices, understand prevailing market dynamics and ultimately develop a process for the City Council's consideration to successfully solicit a quality developer and achieve the long-standing desire for a community-enriching Town Center.

A critical piece of the Committee's exploration of future development options is understanding the retail market in Scotts Valley and what might be supportable in a Town Center development. To that end, the Committee contracted with nationally respected market researcher and urban planner Bob Gibbs of the Gibbs Planning Group to conduct retail market studies, citywide and at the proposed Town Center site. Mr. Gibbs also possesses a wealth of knowledge that is helping to ground the City's work in the realities of development economics and to guide future process.

The purpose of this study session is for Mr. Gibbs to present the general findings of his retail market analyses to the City Council and to discuss high-level concepts for successful Town Center developments. This meeting is intended to provide background and information, upon which future Council discussions will be built.

### **FISCAL IMPACT**

There is no fiscal impact.

### **STAFF RECOMMENDATION**

The City Council will receive and discuss the verbal report and provide input. No action will be taken.

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None.