

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060



JOINT REDEVELOPMENT AGENCY - CITY COUNCIL AGENDA

Special Meeting
November 29, 2011

7:00 P.M. GENERAL BUSINESS, COUNCIL CHAMBERS

Written correspondence and telephone calls received after 5:00 p.m. on the Monday immediately preceding a Council meeting may not have time to reach Councilmembers, nor be read by them prior to consideration of an item. Please make any communication to Councilmembers regarding Council meeting items prior to 5:00 p.m. Monday.

This meeting will be televised.

Written material for the item listed in the open session is available for review at the Central Branch Library Reference Desk.

Time limits set by Council Policy are guidelines. Unless otherwise specified procedures for the item is as follows:

- Oral staff report
- Public comment - 2 minutes each; maximum total time may be established by the Presiding Officer at the beginning of the item
- Council/Agency deliberation and action

The public has the right to address the City Council on the item appearing on the agenda.

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the City Clerk's Department at 831-420-5030 at least five days in advance so that we may arrange for such special assistance, or email CityClerk@cityofsantacruz.com. The Cal-Relay system number: 1-800-735-2922.

Joint Redevelopment Agency - City Council

7:00 P.M.

Call to Order

Roll Call

General Business

1. Study Session on Retail Market Analysis Recommendations (ED).

Consideration of short, medium and long-term recommendations for the downtown, eastside, westside (including Harvey West and Mission Street) and the beach area based on retail market analysis and field research conducted by the Gibbs Planning Group, 2) City Council motion approving staff recommendations as presented and discussed in the study session and, 3) City Council motion directing staff to return in six months after the completion of initial recommendations for review and further consideration of longer-term policy decisions involving the downtown and other commercial retail areas.

Adjournment

The Redevelopment Agency and City Council will adjourn from the special meeting of November 29, 2011 to the next regularly scheduled meeting on December 13, 2011 for a closed session after the hour of 1:30 p.m. in the Courtyard Conference Room, followed by open sessions at 3:00 p.m., 5:00 p.m., and 7:00 p.m. in the Council Chambers.