



DOWNTOWN  
TRACY  
TRACY CITY CENTER  
ASSOCIATION

Tracy City Center Association – Land Use Committee Meeting  
Tuesday March 8<sup>th</sup> at 3:00 p.m.  
El Castillo Restaurant, 6<sup>th</sup> and Central

**AGENDA:**

1. Introductions
2. Review of notes from last meeting (attached)
3. Overview of Downtown Specific Plan – Status with the City – Scott Claar
4. Overview Altamont Corridor Rail Project – Scott Claar
5. Business Attraction strategy – CDBG grant – Marco li Mandri
6. Presenting recommendations to Planning Commission
7. Other
8. Next meeting: To Be Determined

**BROWN ACT:**

*Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts TCCA Interim Board Agendas at 50 East 6<sup>th</sup> Street. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify Janis Couturier at 209-597-0073 or email [jcouturier@tracycitycenter.com](mailto:jcouturier@tracycitycenter.com) at least 48 hours prior to the meeting.*

January 19, 2011

To: Jan and Ray

SUBJECT: Notes from Land Use Committee meeting January 18, 2011

Dear Jan and Ray:

That was a very productive Land Use meeting yesterday and it was very good that Bill and Scott from the City were able to attend. The discussions held were exactly what we needed to debate and I think that we have set ourselves off on a good course.

Below are the notes that I took from the meeting. I think we should incorporate them into our future discussions with the City staff and Planning Commission ONCE they have been adopted by the Committee and the full Board.

1. Consider a “**no parking requirement**” for any retail, restaurant or bar within the CBD boundaried area. *We want to create a parking problem* and this policy would give any new applicants a greater incentive to move here;
2. We need to have Leon assign a Downtown ombudsperson or main contact who is familiar with all of the elements of the Downtown Specific Plan. The person would be the “go to” person for any new business or property owner looking into Downtown for expansion or purchase. That person would be able, with the support of the City Manager, to corral all city departments involved in approval of a specific land use to coordinate a holistic and quick response to a permit application. Scott Claar might be the best person for this but would have to be designated as such by Leon.
3. We need to get an inventory of all available space in Downtown and put it on a button on our website. The information might include:
  - a. Location;
  - b. Amenities;
  - c. Power supply;
  - d. Previous use;
  - e. costs;
  - f. term of lease or purchase
  - g. contact person

The Committee should start collecting all of that data as soon as possible;

4. We should consider recruiting quality retailers from surrounding strip centers to ensure that once they relocate, they don't move out of Tracy.;
5. We should consider using our 12k Business Attraction fund as a bonus fund for a designated real estate or business broker who attracts good quality businesses to Downtown. We should seek working with one, or a few, commercial real estate brokers who know Downtown Tracy;
6. Get demographic information on a 1, 3, and 5 mile radius from Central and 10<sup>th</sup>;

7. Identify our major concerns with the Downtown Specific Plan and bring them to Pete M., the Planning Commission Chair, so we can ensure they are incorporated in the DT Specific Plan;
8. Begin studying the DT Specific Plan at our LU meetings and ensure that we attend the Planning Commission sessions on the plan document;
9. Have Scott Claar present the 6<sup>th</sup> Street Plaza concept, with full pictures at the end of our next Board meeting in February;

I think those were the key points. Again a very productive meeting.

Marco