



# STAFF REPORT

DATE: 02/19/2025  
TO: Honorable Mayor and City Council Members  
FROM: Economic Development Department

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**2025-75**

## REQUEST FOR CITY COUNCIL ACTION

**SUBJECT:**  
NORTH MALL REDEVELOPMENT UPDATE

**EXECUTIVE SUMMARY:**

This presentation provides an update on the redevelopment efforts at the North Mall and asks the City Council to provide direction to prepare conceptual plans for new development on the city owned portion of the site

**RECOMMENDED ACTION:**

That the City Council provide direction to staff to prepare conceptual designs for a mixed-use development at the North Mall and entitle the properties

**BACKGROUND & HISTORY:**

The redevelopment of the North Mall is one of the catalytic projects in the Downtown Revitalization Plan. In March of 2024, City Council provided direction to staff to continue pursuing acquisitions in the North Mall, with the ultimate goal of redevelopment of that site consist with the Downtown Revitalization Plan and Downtown Specific Plan goals for the area.

Since March 2024, the City acquired additional properties in the North Mall and has reached a critical mass of consolidated ownership that would allow the City to pursue a

meaningful redevelopment project for the site. Staff is seeking direction to begin preparing plans for redevelopment work and the pursue entitlement for this project.

**FINANCIAL IMPACT:**

There is no financial impact associated with this action.

**PREPARED BY:** JOE BELDING, ECONOMIC DEVELOPMENT DIRECTOR

**REVIEWED BY:** JUSTIN TUCKER, ASSISTANT CITY MANAGER

**ATTACHMENTS:**

1. Exhibit 1 – Presentation