

SV council to consider town center deal

City could sign exclusive negotiating agreement

By **KIMBERLY WHITE**

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SCOTTS VALLEY — Scotts Valley could soon enter into an exclusive contract with a Pleasanton-based firm, possibly leading to a development agreement for part of the city's long-planned Town Center.

Property Development Centers is a subsidiary of food giant Safeway and specializes in developing retail

shopping centers. City Councilman Dene Bustichi said the firm was among those he and Councilman Randy Johnson, both of whom sit on the city's Town Center subcommittee, met with during a recent conference in San Diego.

The city has had no previous contact with the developer, Bustichi said, and the agreement would "give them the opportunity to kick the tires of Scotts Valley and for Scotts Valley to kick the tires of this developer."

If approved at Wednesday's

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City Council meeting, the firm would hold exclusive negotiating rights for up to eight months on about 7.5 acres of city-owned land at the intersection of Kings Village and Mount Hermon roads. As part of the deal, the firm would pay Scotts Valley

\$25,000, and in return produce a project description, conceptual plans and other development-related documents.

"For any developer to go into the phase of developing plans and doing the research that they need to see whether it's a viable project for them, they want some exclusive negotiating rights" to ensure the information is not shared with competitors, Bustichi said.

The agreement could lead to a development agreement, which would "provide in more detail such things as land sale price and terms, construc-

tion deadlines, phasing, etc.," according to a staff report.

Adopted in 2009, the Town Center Specific Plan outlines the city's vision for the mixed-use development, with condominiums and affordable-housing units mixed with commercial properties. The 58-acre area is bordered by Sky-park Drive to the west, Blue Bonnet Lane to the north, Mount Hermon Road to the south and a residential development to the east. Of that, Bustichi said, only about 17 acres can be developed.

The proposed agreement

IF YOU GO

SCOTTS VALLEY CITY COUNCIL

WHEN: 6 p.m. Wednesday

WHERE: 1 Civic Center Dr., Scotts Valley

DETAILS: 440-5602 or www.svcc.org

follows a similar exclusive contract inked last spring between the city and Douglas Wiele, president of Foothill Partners, and Russ Pratt of Scotts Valley-based The Pratt Co. But that agreement

was with the city's former Redevelopment Agency, which folded nearly a year ago under state law, and it "sunsetting along with the RDA," Bustichi said.

"Those developers weren't able to put the project together," Bustichi added.

He voiced optimism about the possible contract on the table, but added the mood remains cautious "because of so many stops and starts in the past."

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