

CITY OF MERCED
Planning & Permitting Division

STAFF REPORT: #12-03

FROM: Kim Espinosa,
Planning Manager

**BELLEVUE CORRIDOR COMMUNITY PLAN
AD-HOC CITIZENS ADVISORY COMMITTEE**

MEETING DATE: November 1, 2012

PREPARED BY: Bill King, AICP
Principal Planner

SUBJECT

This report introduces the Draft *Economic Analysis Technical Memorandum (October 19, 2012)* prepared by the Project consultant, Economic & Planning Systems (EPS) (Attachment A). The purpose of this report is to provide background information to assist in the effort to craft and consider land use alternatives for the *Bellevue Corridor Community Plan*.

REQUESTED COMMITTEE ACTION

This report is associated with Agenda Item G of the *Bellevue Corridor Community Plan Ad-Hoc Citizen Advisory Committee*, and is provided as an informational item.

I. ECONOMIC ANALYSIS TECHNICAL MEMORANDUM

This analysis is meant to evaluate long-term trends and market potential affecting the viability of commercial and residential real estate product types in the Plan area. It is part of a broader effort to provide professional guidance to aid the City in developing a land use plan that includes research and development parks, offices, opportunities for retail sites, and housing. Following receipt of community input, and in coordination with the City and consultant team, additional work by the sub-consultant (EPS) will be expanded to address the following topics:

- to link core UCM competencies with potential market or industry segments that may benefit from proximity to the university;
- to assess lands along Bellevue Road and Lake Road for market potential of future research and development parks; and,
- additional information to aid the City in determining the size and location of viable research and development parks, offices, opportunities for retail sites, and housing.

Attachment

A) Draft *Economic Analysis Technical Memorandum (October 19, 2012)*