

AGENDA ITEM # _____

DATE: February 4, 2013 _____

COAC NUMBER: 12-4936ws

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

**SUBJECT: Retail Market and Estrella Falls
Regional Mall Update**

STAFF PRESENTER: Sheri Wakefield-Saenz

COMPANY CONTACT: Garrett Newland, Vice
President of Development – Macerich/Westcor

RECOMMENDATION:

The Council will receive an update regarding the retail market and the Estrella Falls Regional Mall project. No formal action is required at this time.

PURPOSE:

Macerich/Westcor will provide an update of the current retail market conditions pertaining to the planned Estrella Falls Regional Mall. Update will include: perceptions of major retailers of the Goodyear and Southwest Valley retail market, trade area characteristics and comparisons, and desired market conditions for development.

COMMUNITY BENEFIT:

The retail market update will provide City Council and the community with the current status of the Estrella Falls Regional Mall.

DISCUSSION:

Mayor Georgia Lord requested the Worksession to provide City Council and the community with an update of the status of the planned Estrella Falls Regional Mall.

FISCAL IMPACT:

There is no fiscal impact to the City of Goodyear at this time.