



City of Grass Valley
City Council
Agenda Action Sheet

Title: The Naming of the New Portion of Mill Street

CEQA: Not a Project.

Recommendation: That Council provide direction for naming/branding the newly renovated portion of Mill Street between Neal Street and Main Street.

Prepared by: Timothy M. Kiser, City Manager

Council Meeting Date: August 22, 2023

Date Prepared: August 17, 2023

Agenda: Administrative

Background Information: As the construction of Mill Street is almost finished, many people have asked the City to give this area an official name. The word "mall" is not well-liked by many. The staff has proposed two possible names (Mill Street Plaza or Mill Street City Center). The project aimed to create a space that would benefit our downtown businesses while also providing a community space, like a town square, for the people.

Staff will be looking for additional suggestions and direction from City Council for naming/branding this part of Mill Street.

Council Goals/Objectives: The execution of this action attempts to achieve Strategic Goal #5 - High Performance Government and Quality Service.

Fiscal Impact: None

Funds Available: N/A

Account #: N/A

Reviewed by: Tim Kiser, City Manager

Attachments: None