

Comprehensive Economic Development Strategy Council Approved 08/14/23

- 3 Guiding Principles → 10 Recommendations → 28 actions
- Council directed staff to 'return with near-and medium-term initiatives to enhance Retail and Hotel uses
- Incorporated into workplan for City Council's 2024 Economic Development & Transition Council Priority

Report out to Retail Committee on:

- Economic Development Strategy's connections to current city work
- Planning & Transportation Commission work on retail zoning
- Work to Enhance Hotel Support

PHASE 3 DELIVERABLE

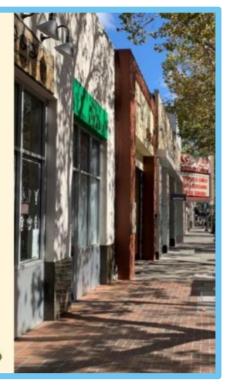
PALO ALTO ECONOMIC DEVELOPMENT **STRATEGIES**

PREPARED FOR PALO ALTO, CALIFORNIA JULY 25, 2023

STREETSENSE Holl Companies () PALO ALTO









Comprehensive Economic Development Strategy (cont'd)

Guiding Principle #1

Reinforce each district's distinct scale and offerings by stabilizing and reinforcing Downtown as a destination, embracing California Avenue as a community and neighborhood serving place, and supporting existing Neighborhood Centers.

- 7 addressed through ED&T Workplan
- 1 addressed through other City work
- 1 not actively being worked on

Guiding Principle #2

Improve accessibility by embracing walking and biking solutions to /from/within all of the City's commercial districts and addressing parking policies and systems.

- 0 addressed through ED&T workplan
- 9 addressed through other City work
- 3 not actively being worked on

Guiding Principle #3

Adopt policies that reflect changing market conditions by easing the regulatory burden for businesses, removing outdated restrictions that create hurdles to tenancy, and focus retail and retail-like uses in places where they are market supported.

- 0 addressed through ED&T workplan
- 7 addressed through other City Work
- 0 not actively being worked on



Planning and Transportation Commission (PTC) Work

- PTC formed a retail *ad hoc* that created four general categories of recommendations:
 - Simplify Rules | Reduce Uncertainty | Relax Restrictions Beyond Zoning
- MBI Study has seven main groups of strategies:
 - Conduct comprehensive zoning cleanup of mature, complex code
 - Create streamlined and predictable approval processes
 - Limit the retail preservation ordinance
 - Allow non-retail uses on ground floor with limitations
 - Repeal office conversion and construction limitations
 - Relax formula retail
 - Ease the parking regulations





Work to Enhance Hotel Support





- Chamber of Commerce has begun process of exploring partnership with the San Mateo County Convention and Visitors Bureau
 - City will ensure all hoteliers (including those not in the Chamber of commerce) are involved in conversation as it continues
- City working to onboard consultant resources specifically focused on hotel sector
 - Stakeholder interviews and focus groups
 - Researching cities with similar hotel stay profiles
 - Developing actionable strategies for City to implement



Next Steps

- City Council review of PTC retail zoning work later this calendar year
- Economic Development staff will continue to meet with stakeholders through various channels:
 - Monthly business connect newsletter
 - Monthly meetings with members of each business district
 - Regular conversations with chamber of commerce
 - Individual conversations with businesses and stakeholders.
- Recommended motion:
 - The Retail Committee recommends that the City Council accept report on near- and medium-term initiatives that focus on enhancing retail and hotel uses

