



# Near- and Medium-Term Initiatives to Enhance Retail and Hotel Uses

Retail Committee

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# Comprehensive Economic Development Strategy

## Council Approved 08/14/23

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- 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



# Comprehensive Economic Development Strategy (cont'd)

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Adopt policies that reflect changing market conditions by easing the regulatory burden for businesses, removing outdated restrictions that create hurdles to tenancy, and focus retail and retail-like uses in places where they are market supported.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

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- 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

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- 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**