



**OFFICE OF THE CITY COUNCIL  
CITY OF PALO ALTO**

**M E M O R A N D U M**

TO: Members, Mayor's Retail Attraction Committee

FROM: Council Member Beecham, Chairman

DATE: November 29, 2005

SUBJECT: Joint Council/Planning Commission discussion of Committee Recommendations

On December 12, 2005 at 6:00 p.m., the City Council and the Planning and Transportation Commission will hold a joint study session to review and discuss the Retail Committee's recommendations. Annette Glanckopf and Roxy Rapp will join in presenting the committee's recommendations. I hope you'll be able to attend.

The committee's recommendations are significant and far-reaching. Their successful implementation can have a major, positive impact on the City's future revenues and help to ensure that comprehensive retail services are available for all those who live and work in Palo Alto. Committee members can take pride in these recommendations.

In follow-up discussions integrating the recommendations from 2004 and 2005 retail committees, a broad three-year revenue enhancement plan has emerged:

- Retain our auto dealerships and enhance their sales;
- Keep Fry's Electronics in Palo Alto;
- Work with major corporations, developing and implementing a program to incentivize business-to-business sales offices in Palo Alto;
- Explore ways to ensure the continued competitive success of Stanford Shopping Center, and
- Identify and work with interested parties to supplement existing hotel facilities with an appropriately-sized conference hotel.

This three-year action plan will be presented at the conclusion of the committee's recommendations.

Thank you for your creativity, dedication and important contributions to the Mayor's Retail Attraction Committee.

Attachment: Mayor's Retail Attraction Committee Recommendations, 2005