

**MAYOR’S RETAIL ATTRACTION COMMITTEE  
ACTION PLAN**

<b>LAND USE ISSUES</b>			
<i>Key Issues</i>	<i>Actions</i>	<i>Administrative Action/ City Council Action</i>	<i>Timeframe</i>
1. Identify zones in which commercial uses should not be “trumped” by residential uses	<ul style="list-style-type: none"> <li>Propose actions that limit housing on some industrial and commercial sites as part of the Zoning Ordinance Update on sites appropriate for retail</li> <li>Incentivize retail in the neighborhood retail centers to promote retail activity</li> </ul>	Administrative Action Planning and Transportation Commission City Council Action	December 31, 2005 (for industrial zones)
2. Actively attract and retain local businesses (e.g., auto dealers) that add to the City’s revenues and business mix	<ul style="list-style-type: none"> <li>Work with auto dealers and local developers to assemble a site for an “auto row” on Highway 101(explre MSC site)</li> <li>Develop a strategy for the retention and/or expansion of Fry’s in Palo Alto</li> <li>Work with Chamber of Commerce and PA Downtown Business and Professional Association (operates BID) in developing a Red Team for business attraction and retention</li> <li>Work with property owners to fill vacant space with retail that addresses gaps in business mix</li> <li>Work with Chamber to develop a business association in Midtown (pilot project)</li> <li>Explore ways to enhance Stanford Shopping Center and Town and Country and help them become more competitive</li> </ul>	Administrative Action/City Council Liaison  Administrative Action  Administrative Action  Administrative Action Administrative Action	March, 2006 June 2006  September 2006  Ongoing  March 2006  Ongoing

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<b>SUPPORT LOCAL BUSINESS AND MERCHANT ASSOCIATIONS</b>			
<i>Key Issues</i>	<i>Actions</i>	<i>Administrative Action/ City Council Action</i>	<i>Timeframe</i>
3. Develop California Ave. Coordination Committee similar to Downtown Coordination Model	<ul style="list-style-type: none"> <li>• Identify participating departments</li> <li>• Coordinate projects in California Avenue Area</li> <li>• Coordinate with appropriate agencies</li> </ul>	Administrative Action/ City Council Liaison	October 2005
4. Support the BID and other business associations in marketing retail	<ul style="list-style-type: none"> <li>• Develop a “business friendly” Economic Development Web presence that provides information to current businesses and businesses looking at Palo Alto as a business location</li> <li>• Implement and market Loopnet (available commercial property) (Copy of page attached)</li> </ul>	Administrative Action	December 31, 2005
		Administrative Action	September 2005
5. Explore the possibility of a free wireless zone in Downtown Palo Alto	<ul style="list-style-type: none"> <li>• Work with Joint Venture Silicon Valley on regional wireless efforts</li> <li>• Explore through ASD the possibility of a wireless zone, including other departments/partners as required</li> </ul>	Administrative Action	Ongoing
		Administrative Action	June 2006

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<b>BUSINESS INCENTIVES</b>			
<i>Key Issues</i>	<i>Actions</i>	<i>Administrative Action/ City Council Action</i>	<i>Timeframe</i>
6. Identify specific incentives to assist businesses in Palo Alto	<ul style="list-style-type: none"> <li>• Explore a Façade Improvement Program</li> <li>• Develop an informational brochure on opening a business in PA (Work with Chamber of Commerce)</li> <li>• Develop a specific RDA project to promote retail activity (e.g., Fry’s)</li> </ul>	Administrative Action/ Council Action Administrative Action Administrative Action	February 2006
7. Provide outreach to sales tax generators and neighborhood serving businesses	<ul style="list-style-type: none"> <li>• Continue Business Outreach visits with participation by City Council Members</li> </ul>	Staff/City Council	Ongoing

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<b>BUSINESS REGISTRY</b>			
<i>Key Issues</i>	<i>Actions</i>	<i>Administrative Action/ City Council Action</i>	<i>Timeframe</i>
8. Staff to develop a business registry proposal for City Council Approval	<ul style="list-style-type: none"> <li>• Craft proposal with ASD as the lead and include other departments (Attorney, Planning, Economic Development)</li> <li>• Reach out to local business groups including the Chamber of Commerce</li> <li>• Evaluate and determine basic fee for business registry</li> <li>• Ensure capacity to provide business information to internal departments and other customers, as appropriate</li> </ul>	Administrative Action  Administrative Action Administrative Action/Council Action	April 2006

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<b>Other Actions</b>			
<i>Key Issues</i>	<i>Actions</i>	<i>Administrative Action/ City Council Action</i>	<i>Timeframe</i>
9. Develop an interdepartmental Economic Development Team	<ul style="list-style-type: none"> <li>• Include core departments in a monthly meeting to advance economic development activities in Palo Alto with City Manager as the lead</li> </ul>	Administrative Action	September 2005