

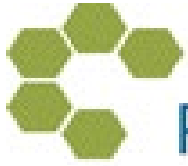
Palo Alto Chamber of Commerce

Create | Connect | Compete

Economic Stability = Vibrant Retail and Daytime Population
Goals for a Successful Future

Attract – Retain – Support

June 1, 2021



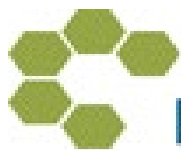
Palo Alto Chamber of Commerce

Create | Connect | Compete

Economic Development

Attract – Retain - Support

- Create opportunities to partner with all stakeholders for a committed Economic Development Strategy
 - Promote & Expand Business in Palo Alto
 - Economic Development must support the community needs
 - Identify Short Term & Long Term Strategies for businesses to succeed



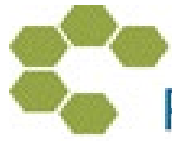
Palo Alto Chamber of Commerce

Create | Connect | Compete

Economic Development

Attract – Retain – Support

- Identify businesses that support the community
 - Pre COVID-19 daytime population (85K+) Monday - Friday not returning soon ?
 - Hybrid workforce model ?
 - Retail, Hospitality (Restaurants/Hotels) must succeed with reduced daytime population
 - What will bring people to University Ave., California Ave., Town & Country, etc.?



Palo Alto Chamber of Commerce
Create | Connect | Compete

Economic Development *Attract – Retain - Support*

- Identify short- & long-term strategies for:
 - Zoning & Permitting issues that are restrictive for success
 - Streetscape & Downtown Street Management
 - Creating Economic Development Staff team



Palo Alto Chamber of Commerce

Create | Connect | Compete

Economic Development

Attract – Retain – Support

- Zoning & Permitting issues that are restrictive to expansion
 - Modify policies for zoning to be less restrictive of retail ground floor uses
 - Reduce permitting obstacles that make it difficult (time, money and risk) to succeed
 - If a prospective retailer decides that the business model works & will be successful – why not allow it?
 - Fill storefronts with myriad business that supports the daytime community (residents and workers)
 - Pre COVID-19 daytime population (85K+) Monday- Friday not returning soon?
 - Retail, Hospitality (Restaurants/Hotels) must succeed with smaller population
 - Allow broader mix of retailers like medical services, pet stores, commercial recreation and financial services and others on University and Cal Aves.



Palo Alto Chamber of Commerce

Create | Connect | Compete

Economic Development

Attract – Retain – Support

- Shorten processes for businesses to complete required paperwork
- Realign Permitting and Entitlements to *attract – retain - support*



Palo Alto Chamber of Commerce

Create | Connect | Compete

Economic Development

Attract – Retain – Support

- Streetscapes & Downtown Streets Management
 - Re-Imagine Downtown
 - Develop a standardized look for University Ave & California Ave.



Palo Alto Chamber of Commerce

Create | Connect | Compete

Economic Development

Attract – Retain - Support

- Economic Development staff
- Ombudsman (or partner with Chamber) to help new tenants / introduce them to key players in the City & to guide businesses through City processes



Palo Alto Chamber of Commerce

Create | Connect | Compete

Economic Development

Attract – Retain - Support

➤ PALO ALTO IS OPEN FOR BUSINESS

- Create and Implement a PRO ACTIVE Economic Recovery & Development Strategy that demonstrates a commitment to a thriving business community
- Palo Alto Chamber commitment to organizing & being the voice of business for this strategy