

San Jose Retail Strategies

March 12, 2019
San Jose City Council



San Jose Retail Strategies: Background

North San Jose: April 2017

- Attracting amenities to support attraction/retention of tech talent/new residents

Citywide: November 2018

- Identify areas for retail expansion and future trends

Downtown: February 2019

- Tactical actions to attract/retain retailers downtown

San Jose Retail Strategies: Categories

- **Regulatory** – Policy/zoning changes that facilitate new investment in retail businesses throughout the City.
- **Marketing** – Promoting the San Jose retail market to existing and new retailers.
- **Engagement** – Working with developers, property owners, and major retailers to encourage new/enhanced retail activity.
- **Facilitation and Assistance** – Provide support/services to help businesses navigate city processes and provide opportunities to enhance retail projects.



San Jose Retail Strategies: Workplan and Resources

OED Retail Strategy Matrix

Work Area	Strategy	Citywide (big-box and malls)	Downtown	NSJ	Elsewhere (NBDs, UVs)	Notes
Regulatory	Facilitate future and evolving retail entertainment/service uses	✓	✓	✓	✓	
	Study sign code updates to support retail	✓	*	*	*	
	Assess proposed retail/commercial spaces for viability	✓	✓	✓	*	
	Revise Downtown's DG Overlay		✓			
	Identify and Create Distinctive Pedestrian Routes Between Key Anchor Destinations		✓	✓	*	
	Consider Adopting a Policy Regarding Corporate Cafeterias		✓	*		
	Allow temporary popups more easily by amending Title 20		*	*	*	
Marketing	Develop Marketing Material	✓	*	*	*	
	Identify SJ's best undeveloped or underdeveloped retail corners	✓	✓	✓	*	
	Create and Promote a Strong "Brand" Identity		✓	*	*	
	Target emerging brands		✓	*	*	
	Prepare a Future Retailer's Guide to Downtown		✓	*	*	
	Ensure that Downtown Continues to Have Daily Needs Retailers		✓	*	*	
	Proactively reach out to local-serving retailers and restaurateurs.		*	✓	*	
	Create a communications or social media portal that highlights events, services, and opportunities.		✓	*	*	
Redouble Outreach Efforts to retailers	✓	*	*	*		
Engagement	Plan for Big Box Closures	✓	*	*	*	
	Form and maintain relationships with Box retailers (retention and coordination)	✓	*	*	*	
	Coordinate closely with mall owners	✓				
	Prepare a Downtown Developer's Manual					Design guidelines may currently serve this function elsewhere in the city
	Identify Specific Actions to address long-term retail vacancies Downtown		✓		*	
	Encourage planned office developments to include public-serving retail, including as interim uses on development sites		*	✓	*	
	Encourage small retail projects on development sites at key locations with proximity to employers and high traffic counts				✓	*
	Encourage development of retail pods in underutilized parking lots	*	*	✓	*	
Convene employers throughout North San Jose to create a forum for collaboration		*	✓	*		
Facilitation and Assistance	Assist smaller retailers with space needs and services	✓	*	*	*	Small Business Ally May apply more specifically to existing small and local businesses in Urban Villages or NBDs - this includes storefronts program
	Continue to Incubate Small Retailers					On an as needed basis
	Downtown: Address Quality of Life in Downtown	*	✓	*	*	

✓ - Included in specific strategy report
* - Potentially applicable in other areas/not specifically called out in a strategy report
Included or can be incorporated into existing workplan
Would require focused or additional resources
Not applicable

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- Applicable across different geographies

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- Currently incorporated into OED workplan

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- Undertaken as others are completed
- Incorporated into other work
- Addressed as additional resources become available



Questions?

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