



City of Santa Clara

The Center of What's Possible

Downtown Precise Plan Retail 101 Community Workshop

*Senior Center, Room 222
1303 Fremont Street, Santa Clara
January 16, 2020 | 6 pm – 8 pm*

Meeting Objectives

This is the first community workshop in the planning process for the Downtown Precise Plan and will focus on the retail in our downtown area. At this workshop we will talk about how retailers determine if a new store is warranted, how data is collected and analyzed, how real estate is evaluated, and how internal decision processes work. Participant takeaways include an understanding of retailer processes and how to communicate a property's compelling attributes to a potential retail tenant.

Agenda

6:00 pm - 6:15 pm	Introduction and welcome
6:15 pm – 7:00 pm	Presentation
7:00 pm – 8:00 pm	Public Comment
8:00 pm	Adjournment

Contact Information

Submit any questions or comments about the Downtown Precise Plan to:
Lesley Xavier at lxavier@santaclaraca.gov or Steve Le at sle@santaclaraca.gov

Website

www.santaclaraca.gov/downtownpreciseplan