



July 12, 2019

City Council of the City of Los Altos  
Planning Commission of the City of Los Altos  
Los Altos City Hall  
1 N. San Antonio Road  
Los Altos, CA 94022

Dear Honorable Mayor Lynette Lee Eng, Vice-Mayor Jan Pepper, Councilmember Jeannie Bruins, Councilmember Anita Enander, and Councilmember Neysa Fligor:

As an advocate for the business community in local and regional government, the Los Altos Chamber of Commerce stays abreast of current issues which may affect the economic vitality of our community. We are aware that the city's staff is proposing an amendment to the permitted and conditional uses in the CRS (Commercial Retail Sales) Zone District.

We submitted a joint letter to the Council in 2017 from the Chamber, the Los Altos Village Association and the Los Altos Property Owners Downtown organization in support of the same. A copy of that request is attached. We respectfully ask that you approve the modification to the ordinance in this session as it is necessary for the vitality of our downtown district. As was noted two years prior--with the rise of e-commerce, many downtowns are adapting and moving away from the conventional contiguous retail model, favoring instead an approach which provides a broader lifestyle experience that enhances community building. Greater flexibility is required so that our store fronts can be fully occupied. This is a positive step for all Los Altans.

Thank you for partnering with the Los Altos Chamber of Commerce to support the vital business services that ensure a desirable quality of life for residents of our community. Please feel to contact me at anytime for further discussion.

Best Wishes,

Kim Mosley  
President  
Los Altos Chamber of Commerce

Submitted @ Los Altos City Council Meeting

August 27, 2019  
DATE

► IN A NUTSHELL

## THE 411 ON DEAD RETAIL

### 12,000 stores

Already this year, the closures of some 7,000 retail stores of all sizes have been announced — more than the total number of stores that closed in 2018. Coresight Research predicts that number could rise to 12,000 by the end of the year.

### 35 percent

The rise of e-commerce, led by Amazon.com, made it far easier for people to shop from anywhere using mobile devices. And that trend will only continue: a 2017 Credit Suisse report said online sales would grow from 17 percent to 35 percent by 2030.

**What's gone?** Toys R Us, Sears, Kmart, Staples, JCPenney, Sports Authority and Orchard Supply Hardware are among the largest brands that have gone out of business entirely or have significantly shrunk their footprint in recent years.

**Which brands are getting hit hardest now?** Among 2019's departing stores with a large square-foot presence are Payless Shoe Source, Dress Barn, Family Dollar, Signet Jewelers and Pier 1 Imports.

SOURCE: CORESIGHT RESEARCH  
VIA MONEYWISE, CREDIT SUISSE  
VIA CNN BUSINESS

Submitted @ Los Altos City Council Meeting

August 27, 2019

DATE