

Staff Not Recommended Objectives

For various reasons—including staff capacity to advance, feasibility challenges, or that work is already underway—some objectives from the 2024 Priority Objectives list, previous Council suggestions, or the Annual Retreat suggestions are not recommended to become priority objectives for 2025. Objectives that were part of the 2024 list will have their corresponding number in parentheses at the end of the sentence. These objectives are listed below. Staff will be prepared to respond to any Councilmember's questions.

Economic Development and Retail Vibrancy

- a) **Develop and present preliminary options for activating vacant storefronts: *Explore regulatory strategy and low friction/barrier permitting for temporary popup stores.*** (11)
- b) **Facilitate the establishment of sustainable business organization in the Cal Ave, DT, and Midtown districts.** (1)
- c) **Council Consideration and Adoption of Parking Permit Policies and Program Updates: *Improve Customer Experience, Align with Environmental and Transportation Goals, and Recover Costs.*** (26)
- d) **Comprehensively Update the City's Zoning Code including policies that support Economic Development Strategies. *Reformat for improved readability, update definitions, use categories, development standards and permitting processes.*** (12)

Climate Action and Adaptation & Natural Environment Protection (CA)

- e) **Evaluate the integration of biogas into the gas utility business model and share results with Council and other policymakers.**

Implementing Housing Strategies for Social & Economic Balance

- f) **Initiate study that identifies options and feasibility of regulations to limit short-term rentals Citywide consistent with Housing Element Programs 4.2D&E.**
- g) **Enforcement policy recommendations related to Ghost Houses: *Survey existing enforcement mechanisms and Ghost House (extended vacancy) data collection in other jurisdictions and return to Council by end of 2024, consistent with Council direction from November 27, 2023.***
- h) **Amend the zoning code to ensure residential uses in commercially zoned areas receive the same protections as those in exclusively residential zones. *The City Council on November 13, 2023 supported this request from the Palo Alto Redwoods Homeowners Association.***
- i) **Amend the City's Comprehensive Plan Safety Element to align with State law.**
- j) **Evaluate and make policy recommendation to Council regarding a partnership with the California Community Housing Agency (CalCHA). *CalCHA issues governmental bonds for the purpose of financing projects that provide, preserve and support affordable local housing for low-income, moderate-income and middle-income families and individuals.***
- k) **Present options to Council for increasing housing in the California Avenue corridor. *Consistent with Council direction from August 14, 2023.***

- l) **Prepare a Coordinated Area Plan or similar for California Avenue.**
- m) **Prepare a Coordinated Area Plan or similar for El Camino Real.**
- n) **Present options to the City Council that identify and evaluate sources and methods to raise significant funding to support new affordable housing production and preservation. (42)**

Public Safety, Wellness & Belonging

- o) **Complete next steps for Palo Alto Airport Long Range Planning work.** *Develop new alternatives considering Council's September 2024 Study Session input, conduct community engagement, and return to Council for review and action.*
- p) **Support Caltrain's Corridor Safety and Security Initiatives. (74)**