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To: [Council, City](#)
Subject: new gym @ 320 Cal Ave
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Dear City Council,

today you have an action item to approve the new gym that will occupy the space of the former Printers Cafe/Mood's bar/gallery location.

Doing so will continue the path of making Cal Ave less attractive to people to hang out there - and as a consequence of doing business at any of the few remaining retail stores.

The new gym will offer one on one specialized exercise classes for people with special needs or interest. This was pretty obvious from the last meeting about 320 Cal Ave in April. At that meeting it became clear what that new gym will actually look like from the own words of the new gym owners and their brought in supporters. Besides pushing out 3 community serving businesses where people actually did gather and socialize, this new gym will be exclusive to members paying lots of dollars per exercise class for one on one training. In addition, the "new cafe" they want to put in there is geared towards a grab and go clientele - which we don't need since there is already one next door - ZombieRunner.

You remember Avalon yoga? That was a community gathering spot. It was about yoga and exercise, but it was more than that. people interacted with each other before and after.

Printers/Moods bar/ gallery: same thing, different business, but same concept of being of value to the community as a gathering place.

Nut house: same thing

Palo Alto bakery: same thing

What do all these businesses share in common? they are all gone.

and approving this new gym today will just put another nail into the Cal Ave coffin.

you can pay more consultants and waste more money on studies reg/ what to do about Cal Ave, continuing on the current path you will keep doing exactly the opposite of what you are saying you want to do: provide retail and small businesses with a vibrant atmosphere to entice people to come and shop or hang out or do both.

Look at University Avenue: same thing, same story. every month it looks more dreaded

similar situation in Midtown (Middlefield Road and Colorado): the last true coffee shop standing (Palo Alto Coffee) will be out there within a year or 2 at most, all the other small businesses will be out and gone as well, since the whole midtown center will be completely rebuilt as a mall. And it will be unaffordable for any current small businesses to return.

for a place about the size of Printers Cafe not just the new owners but other owners for similarly sized places as well charge 25K/month. So what business do you actually have to run to even break even? well, something like 200\$ for a gym class or food for 40-50\$/entree, etc.

So we all know which direction we are heading and tonight will just be a confirmation of the above said.

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