# Winchester Boulevard Enhancement Strategy- Workshop #2
# Retail Overview

**Wednesday, November 5, 2008 5:30 pm – 8:30 pm**
**Winchester Chef Restaurant, 1362 South Winchester Blvd., San Jose**

## AGENDA

5:30 p.m. Welcome

5:45 p.m. Introductions (Councilmember Pete Constant)

5:50 p.m. General overview of the study and overview of today's discussion topics (FPA)

- Overview of the process and goals
- Agenda for the workshop series – topics to be discussed and link to previous meeting
- Existing Conditions
- Feedback from previous workshops
- Format for today's workshop

6:10 p.m. Introduction to Retail Issues (Leslie Parks)

- What kind of retail do you desire?
- Overview of retail
  - What it needs to succeed
  - Definition of terms
  - Accessibility
- Existing retail in the Winchester trade area and surrounding areas
  - Demographic profile
  - Areas of Opportunities
  - Competition

6:40 p.m. 15 minute break

6:55 p.m. Break into 4 small groups. Each group discusses the strengths and weaknesses for retailers located in the Winchester trade area and prepares a 3-5 minute presentation of the major issues discussed.

7:25 p.m. Presentations from each study group back to the larger group. Allow for four 3-5 minute presentations plus 5 minutes Q+A session after each presentation (total 30-40 minutes) (Spokesperson from each group, facilitated by FPA)

8:05 p.m. Summary of retail issues raised and future potential (Leslie Parks)

8:15 p.m. Closing Remarks and next steps (FPA, Councilmember Pete Constant)

- Follow-up on this workshop

Winchester Boulevard Enhancement Strategy information on the Agency's website:
http://www.sjredevelopment.org/winchesterenhancementstrategy.html