

MOTION

In December 2000, the City of Coronado, CA, an island community of 24,000 in Southern California, adopted a Formula Retail Ordinance.

The ordinance was enacted as a result of the unregulated proliferation of formula retail stores defined as:

“Formula businesses include retail stores, restaurants, hotels and other establishments that are required by contract to adopt standardized services, methods of operation, decor, uniforms, architecture or other features virtually identical to businesses located in other communities.”
(www.newrules.org/retail/formula.html)

The City of Coronado ordinance requires that formula retail businesses obtain a special use permit from the city, and approval is contingent on demonstrating that the store will contribute to an appropriate balance of small, medium, and large-sized businesses.

It would behoove the residents of Council District 11 to have in place a similar land use ordinance, whereby there is a similar balance between small, medium, and large-sized businesses.

I THEREFORE MOVE that the Planning Department, with the assistance of the City Attorney, be instructed to prepare an ordinance modeled after the City of Coronado, CA or any other model deemed appropriate, to regulate the proliferation of formula retail stores located on Abbot Kinney Boulevard from Venice Boulevard to Main Street and Ocean Front Walk north of Washington Boulevard in the Venice community.

PRESENTED BY Bill Rosendahl
Bill Rosendahl
Councilmember, 11th District

SECONDED BY Ed P. Ryan

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