

MAR 16 2012

12-0382
CP1

MOTION

Chinatown is a focal point of commerce and culture for the Chinese population of Southern California with a unique and historic character.


There is a need to protect Chinatown's historically significant resources, including its vibrant small business sector, which supports the needs of local residents and are compatible with the neighborhood; create a supportive environment for new small business innovations; and preserve and enhance existing neighborhood-serving retail uses and future opportunities for resident employment, and business ownership.

As such, the City needs to pursue the necessary land use regulatory controls to protect Chinatown from the establishment of new *Formula Retail Uses*, characterized as those businesses that maintain two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized decor and color scheme, a uniform apparel, standardized signage, a trademark or a servicemark.

The establishment and possible proliferation of new formula retail uses in Chinatown, if not monitored or regulated, will hamper its diverse retail bases with distinct neighborhood retailing uses comprised of a mix of local businesses, and thereby limit or eliminate business establishment opportunities for smaller or medium-sized businesses, many of which tend to be non-traditional or unique. In turn, without the appropriate land use regulatory controls in place, there could be a decrease in the diversity of merchandise available to residents, visitors, and tourists.

I THEREFORE MOVE that the Council instruct the Planning Department, with the assistance of the City Attorney, to prepare and present an Interim Control Ordinance (ICO), to prohibit the issuance of demolition, building, and any other applicable permits for the establishment and operation of new Formula Retail Uses in Chinatown, which is generally bounded by the Pasadena Freeway on the North, North Broadway and North Main Street on the East, Cesar E. Chavez Avenue and the Santa Ana Freeway on the South, and Beaudry Avenue on the West.

I FURTHER MOVE that the ICO include an Urgency Clause making it effective upon publication.

PRESENTED BY 
ED P. REYES
Councilmember, 1st District

SECONDED BY 



March 16, 2012

ORIGINAL