



Gordon J. Wozniak  
Councilmember District 8

CONSENT CALENDAR  
September 13, 2005

To: Honorable Mayor and  
Members of the City Council

From: Councilmember Gordon Wozniak

Subject: Revisions of the Elmwood Business District Quotas

RECOMMENDATION:

Recommend that the City Manager refer the below recommended revisions of the Elmwood Business Quota Committee to the Planning Department and the Planning Commission so that they can be incorporated into the zoning ordinance. The recommendations are: 1) to simplify the current seven category quota system by replacing it with a two quota system (Barber/Beauty and Food Service establishments) and 2) to maintain business diversity by prohibiting businesses from expanding into adjacent business spaces.

BACKGROUND:

- Elmwood Business District quotas were set almost a quarter century ago to maintain a balance between various types of neighborhood serving businesses. During the intervening years, the business climate has changed substantially and some former successful business models are not viable due to increased competition from the Internet and large retail malls. Businesses that attempt to evolve to maintain their viability often run afoul of the very detailed and restrictive quotas categories in effect in the Elmwood. In addition, there is a feeling among the merchants that the quotas have not been consistently enforced, due to the lack of staffing and the quotas complexity.
- There is a general agreement among both the Merchants Association and the three adjacent neighborhood associations (Bateman, Claremont/Elmwood and Willard) that the quotas should be updated to reflect present business reality and simplified to ensure effective enforcement as well as to maintain an effective balance between food and retail. For the last eight months, an ad hoc quota committee, consisting of representatives of both the merchants and the neighborhood associations, has held several meetings to review and update the Elmwood quotas.
- With respect to other business districts, the Elmwood quotas are very detailed with nine categories. Six categories are as follows: Arts & Crafts, Barber/Beauty, Bookstores, Clothing&Shoes, Financial Services, and Photocopy. In addition there are three food service categories: Carry-Out, Quick Service, and Full Service.
- To simplify the Elmwood quotas, the Elmwood Quota Committee came up with two recommendations:

- Rewrite the current zoning ordinance to simplify the current Elmwood quotas by reducing the number from nine (9) to two (2):
  - Barber/beauty shops (includes manicure and other personal care). Quota = 8.
  - Food service establishments (consolidates the former Carry-out, Quick Serve and Full Service food establishments). Quota = 21.

This quota is one larger than the number of all current food establishments, currently existing in the Elmwood shopping district.
- To maintain the existing (and future) business diversity in the Elmwood, existing businesses will/would not be allowed to expand into neighboring stores, which reduces diversity.

#### FINANCIAL IMPLICATION

There would be some initial costs involved in redrafting the quota ordinance. However, the ongoing costs of managing and monitoring of the new simplified quota system should be lower, due to the reduced staff time required.

#### CONTACT PERSON:

Councilmember Gordon Wozniak: 981-7180