



THIRD  
STREET  
PROMENADE

September 16, 2020

Ms. Leslie Lambert, Chair  
and Santa Monica Planning Commissioners  
City of Santa Monica  
1685 Main Street  
Santa Monica, CA 90401

Re: Resolution of Intention to Create a Use Classification and Prohibit Fast Food Restaurants on the Third Street Promenade, October 7, 2020 Agenda, Item 9-B

Dear Chair Lambert and Honorable Planning Commissioners:

Downtown Santa Monica, Inc. (DTSM) recommends the Planning Commission adopt a Resolution of Intention and advise City Council to amend the Zoning Code, making permanent the ban on large chain fast food establishments on Third Street Promenade currently enacted by an Interim Zoning Ordinance (IZO)

We recommend the definitions and typical fast food conditions written into the code be consistent with the IZO currently in effect. However, in order to provide limited additional flexibility in light of current economic conditions, we ask that the threshold used to define chain fast food be increased from 100 to 150 domestic locations.

The IZO's prohibition of fast food uses on Third Street Promenade is intended to promote land uses and tenancies that contribute to the long-term character of the street, which is a policy prioritized in the Downtown Community Plan.

Prior to adoption of the IZO, City and DTSM staff conducted an extensive review of criteria used by other cities for defining fast food. We believe the existing criteria to be most effective for enforcement and distinguishing between fast food and fast casual.

The threshold of 100 domestic locations was intended to prohibit traditional nationwide fast food restaurants (e.g. McDonalds, Taco Bell) while permitting smaller regional chains and international fast food restaurants likely to serve as a unique draw for consumers. Given current economic conditions and an anticipated increase in vacancies caused by the COVID-19 pandemic, we recommend a minimal increase in this threshold to 150 domestic outlets.

We look forward to our continued partnership to keep Downtown a unique and vibrant community and destination.

Sincerely,

A handwritten signature in black ink, appearing to read "Kathleen Rawson". The signature is fluid and cursive, with a large initial 'K' and a long, sweeping underline.

Kathleen Rawson, CEO  
Downtown Santa Monica, Inc.

cc: DTSM, Inc. Board of Directors  
DTSM, Inc. Staff  
David Martin, Director of Community Development  
Jing Yeo, Planning Division Manager  
Tony Kim, Principal Planner