

**Building a Thriving Community Since 1925** 

September 19<sup>th</sup>, 2012

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Rod Gould City Manager City of Santa Monica 1685 Main Street, Room 209 Santa Monica, CA 90401

David Martin Director of Planning and Community Development City of Santa Monica 1685 Main Street, Room 212 Santa Monica, CA 90401

Andy Agle Director of Housing and Economic Development City of Santa Monica 1901 Main Street, Suite C Santa Monica, CA 90405

The Zoning Ordinance Update and Auto Dealers Re:

Dear Mr. Gould, Mr. Martin, and Mr. Agle:

Earlier this week we held a meeting of the reconstituted Santa Monica Automobile Dealers Association ("SMADA"), a committee of the Santa Monica Chamber of Commerce. The undersigned were elected co-chairs.

During our meeting, we reviewed and adopted the attached comments and recommendations for the new Zoning Ordinance update. Overall, our comments reflect our concern that the Santa Monica automobile industry has declined significantly in recent years, with the loss of nine franchises (Nissan, Buick, Pontiac, Dodge, Mitsubishi, Hyundai, Chevrolet, Mazda and Porsche). The current City Zoning Ordinance is a significant impediment to reasonable dealership expansion and operations. Our recommendations are intended to allow for reasonable dealership expansion and operations while ensuring we operate as good neighbors.

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Octavio Fernandez MTV Networks Auto dealers are a critical part of Santa Monica's diverse economy. We are an important source of jobs and City revenues in addition to providing convenient service for our local customers. We believe our industry in Santa Monica is at a crossroads. As we emerge from the recession, we need reasonable zoning standards if we are to continue as a vital industry in the face of increasingly stiff regional competition.

We would like to meet with you as soon possible to discuss our recommendations and how best to proceed from here. We believe the Zoning Ordinance Update will prove crucial for our industry and want to make sure City Staff is fully aware of our concerns and recommendations.

We look forward to a constructive and fruitful dialogue.

Sincerely,

Ron Davis

Co-Chair SMADA

Mike Sullivan

Mul Sull

Co-Chair SMADA

cc: Jory Phillips

Vivian Kahn

Laurel Rosen

Carl Hansen

SMADA members

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