

**PLANNING COMMISSION – OCTOBER 1, 2019**  
**FORMULA BUSINESS REGULATION IN CBD ZONE DISCUSSION OUTLINE**

Introduction:

- Current Regulation – CUP & SPR for any formula business in [CBD Zone](#)
  - *“FORMULA BUSINESS: Any business with a proposed or existing exterior design (appearance, colors, signage) that is essentially identical to five (5) or more other business sites using the same or similar name or identity.”* (Code Sec. 10-1-4)
  - CBD Zone Sec. 1-5-14(C)2: “Formula Business” permitted with a CUP
  - Site Plan Review Required per 10-4-9(C)10: *“New formula businesses and major exterior modifications to existing formula businesses within the central business district (CBD) zone. Major modifications are those defined in subsection (P) of this section.”* (Ord. 1597, 2-24-2004)
- Sourdough & Co. – 385 Main Street- ground floor: Approved by City Council Sept. 10, 2019
- Council directed staff to return to the Council for possible modifications to CBD Zone regulations

Options:

- No Change – formula business to be controlled under current regulations
- Increased Formula Business Regulation
  - Complete ban of all formula businesses (eating & drinking establishments, retail, and services – such banks, real estate)
  - Limit ban to apply to eating & drinking establishments and retail businesses (exclude service businesses such as banks and real estate)
  - Limit formula business ban to apply to only “eating and drinking establishments”
  - Other?
- Geographic Area Changes
  - Apply modifications to entire existing CDB Zoned areas
  - Limit modifications to apply within Defined Geographical Areas
    - From Sacramento St. east to Bedford
    - From Sacramento St. east to Cedar Ravine