

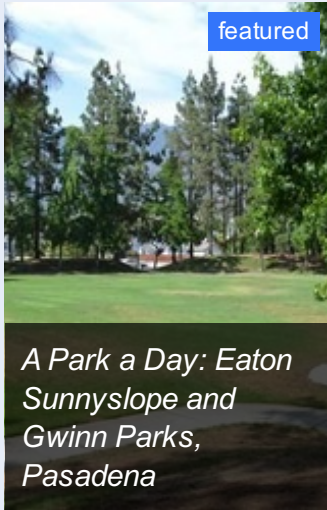
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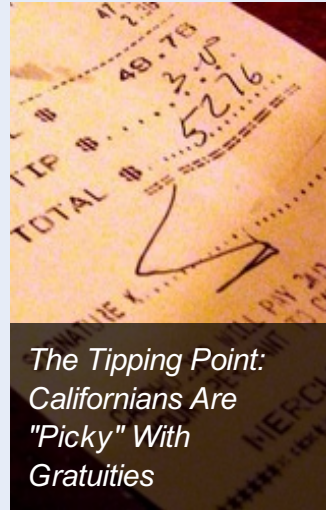
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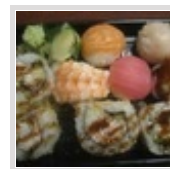
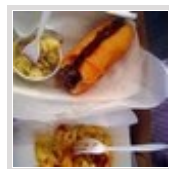


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Santa Monica's Food Truck Lot a Rousing Success on Day One, but Shut Down by City on Day Two [Updated]



(Zach Behrens/LAist)



A little after 7 p.m., some eight hours after cooking non stop, Sumant Pardal of the [India Jones Chow Truck](#) was completely out of food. He was wiped out, his eyes were glazed and he was ready for a well deserved break. "Good day?" we asked. His eyes widened. "Yes!" he exclaimed as enthusiastically as possible as he finally sat down for the day.

It's safe to say that yesterday's "soft opening" of the new Santa Monica Gourmet Food Truck Corner was



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a huge success. Not only did Pardal run out of food, so did John Bowler of [Barbie's Q](#). From 11 a.m. to 8 p.m., a constant stream of people entered the lot, located at Santa Monica and 14th, to order food from a handful of trucks.

The success was due partly to the media attention and Twitter ([it appears we broke the story](#)) and partly to its visible location along busy Santa Monica Boulevard. The sign announcing on-site parking helped a lot, too.

Behind this possible new trend for food trucks--that trend would be permanent spaces for mobile eateries to share--is the non profit [Southern California Mobile Food Vendors Association](#) (SCMFVA) and the property owner, Steve Taub.

"I'm a foodie and I adore good food," said Taub, who took property off the real estate market once he joined forces with SCMFVA. "It's all happened very quickly and there is a need in this area to have good restaurants," he explained, referring to the multitude of car dealerships and medical facilities within walking distance. Taub has lived in Santa Monica all his life and used to own Steve Taub Porsche Audi before retiring from the business.

Future plans for the lot include beefing up the property, such as tables, chairs, WiFi, a dog area and bicycle parking. Seven to eight trucks will be on rotation six days a week (no Sundays, unless there is a demand) with half the trucks during the lunch rush, the other half for dinner. Currently, there is on-site parking, a bathroom and garbage cans.

In order for a truck to make an appearance on the lot, they must have two things: a Santa Monica business license and a membership to SCMFVA, which already has about 17 member trucks. "My vision three months ago was to have one voice to address community issues and to represent the 55 trucks on the streets," said Coleen Craig, co-founder of the lot and secretary of the nonprofit (she also owns [Don Chow Tacos](#)). "We want to have an information portal, where people who are thinking of opening up a gourmet food truck business will have all the codes and laws for each city." Craig also envisions the association as a place for mentoring and equitable solutions.

Other players in the association and food truck lot include John Bowler, former mayor of Hermosa Beach and owner of Barbie's Q and Matthew Geller, co-founder of the Venice Booster Club and a member of the Venice Neighborhood Council's land use committee.

The lot is open from 11 a.m. to 8 p.m., Monday through Saturday. To see what truck is on the lot on any given day, follow them on Twitter at [@SMFoodTruckLot](#).

UPDATE: After we published this article, the Food Truck Lot [twittered this](#): "We may have an issue... SM may be shutting us down for an alleged zoning issue. Stay tuned."

UPDATE 2: A subsequent tweet: "We've been shutdown... The land owner was mistaken on some zoning

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issues. I'm sorry guys... Stay tuned."

The headline had been adjusted to reflect the updates.

Contact the [author](#) of this article or email tips@laist.com with further questions, comments or tips.

By [Zach Behrens](#) in [Food](#) on January 5, 2010 11:00 AM

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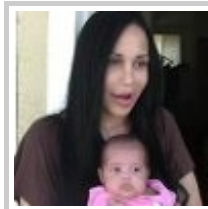
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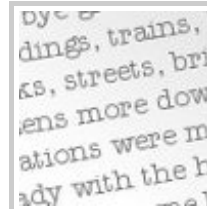
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KateNonymous 1 year ago

Just saw this from Frysmith on Twitter, too:



Uneducated Decision: County Probation Officer Arrested for Bilking Federal Financial Aid System <http://ht.ly/5zkgB> 48 seconds ago · reply · retweet · favorite

Tell Grandma Not to Panic: 'All My Children' and 'One Life to Live' Will Air Online <http://ht.ly/5zjH4> 20 minutes ago · reply · retweet · favorite

Today's @TheTVJunkie: James Spader on Board 'The Office'; The Hoff on Board #SOA??! <http://ht.ly/5zicA> 47 minutes ago · reply · retweet · favorite

Nudity, cold beverages, head in freezer, lots of AC and a bit of scoffing seems to be how our readers are keeping cool today! 52 minutes ago · reply · retweet · favorite



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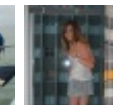
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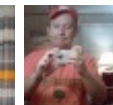
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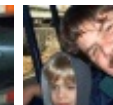
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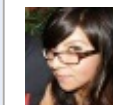
Christophe



Robert



Matthew



Odalis



Facebook social plugin

What?!?!? SaMo City officials are trying to shut down the @SMFoodtrucklot. We've got to move. Gonna try Wilshire in Westwood area for now.

Like Reply



pianoarthur 1 year ago

NOOOOOO00000000ooooooo!

Dammit Santa Monica.....

this was a great thing for the city.

A destination.

Something to *actually* look forward to a lunchtime!

Like Reply



Mobius Strip 1 year ago

"Constant stream of people"? No. At prime lunchtime (12-1) there was a small group of people milling around waiting for their food, and several of those were news people. The longest line was about two people at a time.

Not to say it wasn't a success or that the food wasn't decent. But if you're going to report on something, be accurate. The number of people in your pictures does not reflect much of opening day (and it's clearly dusk).

Like Reply



Zach Behrens 1 year ago [in reply to Mobius Strip](#)

I spent six hours there on site from 1 to 7 p.m. There was a steady stream of people the whole time. Of course, there were times when the stream was weaker and times much stronger, but there was never a point where it was completely dead. I was amazed at all the people coming out of the woodworks.

Like

Reply



GarySe7en 1 year ago

So lame, I hope they get this sorted out, that spot has been worthless for so long and this could be a great way to bring the area to life. Some levels of zoning restrictions are a necessity to keep a semblance of order in a city, but when they become too binding it sucks the life out of them.

Like

Reply



Scott 1 year ago

"I great day for the city", someone says? What, so the money people make working in SM, then give it to a food vendor that takes it and spends it outside of SM! Right, great day for SM.....Cities need revenue just like anyone else, please think about the situation and not your pitiful taste buds. It's like buying gas from Chevron that imports foreign oil (money to Middle East) from making gas verses buying gas from say ARCO that imports NO foreign oil for making gasoline (money stays in the USA). Think about it! PLEASE!

Like

Reply



Juaquin 1 year ago [in reply to Scott](#)

Let me guess, this is the same Scott from every other post about food trucks. We get it, your restaurant (or one you work for, or someone you

know owns) lost a lot of business - whether to the recession, poor menu/food/service, or just plain competition - and the trucks are a convenient scapegoat. We get it, you're bitter.

Maybe spending more time fixing whatever business you're worried about rather than complaining on a comments thread on the internet would be more helpful. Or better yet, tell us about this restaurant and why it's awesome and maybe you'll get some business. Those are serious suggestions. You can't just sit around complaining and expect everything to change. Even if the trucks went away it probably wouldn't significantly improve business for any of the "effected" restaurants.

Like

Reply



jrb 1 year ago [in reply to Scott](#)

Let me guess, the same Scott who was complaining about cannabis clubs in his neighborhood? Cannabis clubs selling to kids, then it was adults with a doctor's letter diverting weed to kids for recreational use. (you couldn't seem to make up your mind which was happening, but it was all the fault of cannabis clubs)

Looks like I caught you in another lie Scott;

There are NO cannabis clubs in SaMo. Would you like to know why?

The SaMo city council has devised a way to make sure no cannabis clubs open within their borders. You have to have your retail space rented before you can apply for a conditional sales permit to operate a business SaMo. So all SaMo City Council has to do is wait the cannabis clubs out. They delay, delay, delay the permit. The cannabis club pays, and pays, and pays, the rent with no money coming in. They last maybe 6 months to a year before they run out of money, or give up and go away. SaMo City Council didn't actually say they couldn't operate a cannabis club, they just some how, for some reason, never got around to issuing the business permit.

Pretty slick huh?

But like I say, I've just caught you in another lie Scott.

Like

Reply



Xavier Jauregui 1 year ago

Wow Scott. Then again that NIMBY mindset is very typical of a Santa Monica residents.

If you want to keep Santa Monica in a bubble, perhaps you should suggest a wall or boarder patrol at the next Tuesday town hall meeting.

Just because it's non-santa monica based trucks in "your turf" doesn't mean they're barbarians pillaging your land and leaving it baring after they're done.

No man is an island unto himself. Why don't you look towards the potential that this Santa Monica food truck stop BRINGS IN non-Santa Monica residents, who will potentially spend some money at your local gas station, ralphs, cvs and such.

Most of all, Santa Monica is living a double standard in its attempt to bring in tourist to their beaches and eateries. I'll think twice about spending my Los Angeles proper dollar there when visiting 3rd street. Just think, I could keep that revenue in Downtown and not choose to spend it in Santa Monica on a weekend beach trip.

Hey Scott, I sure hope you also never spend a single dollar OUTSIDE of Santa Monica. Just think about that the next time you go to any store or get any meal that the Santa Monica area doesn't have easily available.

Like

Reply



LAMapNerd 1 year ago

I have to say, though, that the idea of a permanent parking lot for mobile food trucks, complete with onsite parking for customers, as a "destination" - so that customers from all over can drive to the parking lot to get to the (non-)mobile trucks - strikes me as spectacularly typical LA case of completely missing the point.

Like Reply



Scott 1 year ago

XJ- I don't live in Santa Monica, you missed the point and LA MapNerd got it!

People will drive 5-10 miles for the food from a truck, how LA pathetic!

Like Reply



Xavier Jauregui 1 year ago

Not really. Portland has this very same thing. You have food carts parked permanently in parking lots. This site shows a lot of them:

<http://www.foodcartsportland.c...>

But this isn't a bad idea. Hell, Up there the restaurants have no problem in the competition. Why? Because they're not lazy and have confidence in their unique product.

So this idea that "driving 5-10 miles for a food truck is sooooo L.A." is beyond ignorant. You might as well complain about people going 40 minutes across town in traffic for a meatball sub at Baycity Subs.

Hell, people are already going 5-10 miles for these trucks that are stationary when they hunt them on twitter every night of the week. At least this way you get a hand full of trucks in one spot... and hey, it saves gas that you would have used to go from location to location to try these.

But hey, a shame that Santa Monica doesn't want the local money from these trucks that they would have received by having them submit for business licenses to sell in your fine city... More Santa Monica stupidity.

Like Reply



Mutuelle santé 9 months ago

So bad tht the authority is shutting tht place down, shame.. hope things get sorted out.

Like Reply

Real-time updating is **enabled**. [\(Pause\)](#)

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