

LOS ANGELES BUSINESS JOURNAL

on the web

Home

[THE LISTS](#) | [EVENTS](#) | [REGISTRATION](#) | [SUBSCRIBE](#) | [ADVERTISING](#) | [REGIONAL EDITIONS](#) | [ABOUT US](#) | [HELP](#) | [BUSINESS RECORDS](#)

[Marketplace](#) | [Real Estate Gallery](#) | [New Homes](#) | [Urban Living](#) | [Window Shopping](#) | [Luxury Autos](#) | [Wine & Dine](#) | [Investment Properties](#)

Enter keyword(s)

[LABJ Articles](#)

FREE
Business News Alerts emailed to you daily

[Sign Up](#)

Earn up to \$400 with Comerica. 
Get started! 
Member FDIC. Equal Opportunity Lender.



One part of the Comerica **Small Business Growth Package**


Member FDIC. Equal Opportunity Lender.

- INDUSTRY-SPECIFIC NEWS STORIES:**
- [Advertising/Media/PR](#)
 - [Banking/Finance](#)
 - [Economy](#)
 - [Labor](#)
 - [Energy/Utilities](#)
 - [Entertainment](#)
 - [Government/Politics](#)
 - [Healthcare](#)
 - [Hospitality/Tourism](#)
 - [International](#)
 - [Trade/Transportation](#)
 - [Law/Courts](#)
 - [Manufacturing](#)
 - [Real Estate](#)
 - [Small Business](#)
 - [Technology/Telecom](#)

LABJ Poll

How would you rate NBC executives' handling of the "Tonight Show" problem?


- Good, they made the best of a bad situation.
- Neutral, they managed a crisis.
- Bad, they did almost everything wrong.

[View Results](#)

Posted date: 1/18/2010

"For us to be out just for one hour will be very difficult," he said.

One part of the Comerica **Small Business Growth Package**


Member FDIC. Equal Opportunity Lender.

Also involving himself in the debate is Councilman Dennis Zine, who has introduced a motion challenging a Los Angeles Superior Court decision overturning a 2006 citywide food trucks ordinance. The law prohibited the trucks from parking in residential areas for more than 30 minutes or in commercial areas for more than 60. An earlier ordinance, also struck down by the court, prevented food trucks from operating on private property or within 100 feet of a restaurant.

Zine's motion, currently being reviewed by staff, urges the council to "identify potential alternative solutions

to regulate food trucks, including the feasibility of legal challenges." The council is expected to review it later this year.

Cause and effect?

However, it's not even clear that the shuttered businesses were driven away by lingering lunch trucks. Toshi's, which had been there for only two years, had consistently done about 30 percent less business than longer-lived neighbors, Snyder said. "I think the Toshi concept just didn't work."

And Organic-to-Go is remodeling the site as part of a companywide move to transform some of its stores into Mixt Greens, a lunch concept that took off in San Francisco and recently moved to Los Angeles. It features staff preparing organic salads and sandwiches in front of each customer.

In any case, Keith Gellman, an Irvington, N.Y., publisher of ResaurantChains.net, a national online newsletter tracking more than 4,000 chains, said the food trucks are here to stay.

"It's a trend that's continuing. It's a shift in how people eat and not necessarily a bad thing," he said, noting food trucks are a national trend in major cities across the nation.

Jeff Davis, president of San Clemente restaurant research and consulting firm Sandelman and Associates, said that the restaurants are going to have to just deal with the competition.

"Nobody likes somebody coming in and stealing their business, but, frankly, they wouldn't like it if somebody opened up a restaurant next door," he said. "The food trucks have stepped up their game to become more competitive; everyone is feeling it and casual dining has to sharpen its focus."

The focus seemed quite sharp during a recent lunch hour on Wilshire.

Christian Jun, manager of BoolBBQ, a catering truck offering Korean-style barbecue, tacos, burritos and quesadillas, said he serves about 180 customers a day; half of them are workers used to bringing their lunches from home, and the rest refugees from across the street.

[PREVIOUS](#) | [NEXT](#) *story continues...*

WEEKLY EDITION

January 25 - 31, 2010



TRYING TIMES

High-profile cases have proved a good fit for the outsized personality of L.A. attorney Pierce O'Donnell.

Disney Draws Plan for Battle

Disney is girding up to fight a slew of lawsuits alleging its Burbank studio has released toxins.

Electric Utility Switches Stance

Electricity supplier Edison has OK'd shareholders' input on executive pay policies.

WEEKLY EDITION

[Table of Contents: this week's business news stories](#)

   
Print Email Find Home