



Planning Commission Report

Planning Commission Meeting: March 6, 2019

Agenda Item: 8-A

To: Planning Commission
From: Alan Loomis, City Urban Designer
Subject: Promenade 3.0 Capitol Improvement Project

Recommended Action

Staff recommends that the Planning Commission review the public draft of the Promenade 3.0 “Needs Assessment Report” and provide possible direction regarding the upcoming design process.

Executive Summary

The Third Street Promenade’s roots date back to the 1960s when three blocks of Third Street were converted into a pedestrian mall. The second iteration of the Third Street Promenade that we see today was constructed in the late 1980s. Since then it, has attracted visitors and tourists from around the world and has been a driver in the success of Santa Monica’s local economy. These days, many other revitalized shopping districts and open-air malls provide direct competition to the Promenade. After almost three decades, the Promenade’s success needs to be sustained with refreshed infrastructure and amenities. These improvements constitute a Promenade 3.0 and will allow it to continue to flourish and remain relevant for visitors and residents.

The current document serves as an “Existing Conditions” report on the physical infrastructure of Third Street Promenade. This document will serve as the foundation for future design studies for potential physical improvements of the Promenade streetscape. Included in this report is a menu of possible improvements that have been suggested since the Promenade 3.0 outreach began in 2018, including ideas submitted at previous meetings. This infrastructure study, however, is but one aspect of the Promenade 3.0 effort, which is also exploring programming, permitting/licensing, and retail tenanting strategies.

Next Steps

In the coming months, the design team will develop three design options for the Promenade, which will be presented and discussed in various public forums, including an event on the Promenade itself. The three options will be condensed into a single draft plan, then subsequently refined into a final plan. This design process is expected to conclude by May / June, whereupon the final plan can be further reviewed over the course of the summer. It is anticipated that various ideas proposed in the draft and final plan may be “beta-tested” starting in the spring, as an extension of the current “Experiment” activation underway in the 1200 Block, allowing for further public input into the design.

Final consideration by the Downtown Santa Monica Board and City Council, with input by the Planning Commission, is expected in Fall 2019.

Prepared by: Alan Loomis, City Urban Designer

Attachments:

Attachment A. Promenade 3.0 Part 1: Needs Assessment Report (February 28, 2019)