



October 2, 2020

Ms. Leslie Lambert, Chair
and Santa Monica Planning Commissioners
City of Santa Monica
1685 Main Street
Santa Monica, CA 90401

Re: 1404-1408 Third Street Promenade Development Review Permit (#19ENT-0430),
October 7, 2020 Agenda, Item 10-B

Dear Chair Lambert and Honorable Planning Commissioners:

Downtown Santa Monica, Inc. (DTSM) supports the proposed development project at 1404-1408 Third Street Promenade. The project will replace an existing commercial building of deteriorating quality with a modern, eye-catching facade and space better configured to meet the demands of today's retail and office tenants. We believe this redevelopment signals confidence in the future of the Promenade and will spur reinvestment on the part of other property owners.

The proposed design features a contemporary glass facade, recessed third floor balcony and inviting roof terrace. The transparent facade is in keeping with other newer storefronts in the area, such as the Apple Store on the same block. The creation of usable indoor/outdoor space at the top level will make the site significantly more desirable to prospective tenants and will enhance the vibrancy of the Promenade.

Staff believe the project to be consistent with the standards established for the Promenade by the Downtown Community Plan (DCP). The building currently on the site has been remodeled many times, is not designated as a historic resource or listed on the Historic Resources Inventory and does not contribute meaningfully to the character of the street overall.

As we continue to track the impacts of the COVID-19 pandemic, it is clear the Promenade will face significant vacancy. This project will bring a tasteful and modern look to the street and serve as a draw for exciting new tenants.

We urge the Planning Commission to support this project. We appreciate your continued partnership and dedication to keeping Downtown Santa Monica a vibrant neighborhood and destination.

Sincerely,

A handwritten signature in cursive script, appearing to read "Kathleen Rawson".

Kathleen Rawson, CEO
Downtown Santa Monica, Inc.

cc: DTSM, Inc. Board of Directors
DTSM, Inc. Staff
David Martin, Director of Community Development
Jing Yeo, Planning Division Manager
Rathar Duong, Associate Planner