



THIRD
STREET
PROMENADE

The Memo May 2019

DTSM launches food delivery parking pilot

Responding to the increased use of food delivery apps, Downtown Santa Monica, Inc., in partnership with the City of Santa Monica, has launched a dedicated parking pilot program. The program includes two parking locations. One is located at the entrance of Parking Structure 1, while the other is on Second Street in close proximity to Hi-Ho Cheeseburgers and Uovo. The goal is to improve delivery services and reduce the impact these delivery drivers have on traffic circulation, as many double-park or drive around to find a nearby parking spot. DTSM will monitor usage and report back on the findings.

Bike to Work Day

Bike to Work Day is May 16. DTSM encourages downtown workers to ditch their cars and bike to their jobs on that day. DTSM will host a pit stop at 520 Broadway where we will be providing gift cards to the Santa Monica Bike Center, as well as other giveaways.

Bring your bicycle or bike helmet on Metro Bus or Rail to ride for free on Bike to Work Day. To claim your free ride on Metro Rail at gated stations, use the intercom located near fare gates to notify an attendant who will open the ADA gates for you.

Bike to Work Day is focused on getting people to trade their vehicle for a bike for their commute to work. Not only is biking a mode of transportation that is better for the environment, our health, and our wallets, it also helps to reduce traffic congestion on our roads and freeways.

In addition to the DTSM pit stop, there will be dozens of others located throughout Santa Monica and LA County providing free refreshments, resources and encouragement to cyclists. Visit www.metro.net/riding/bike-month/ for a comprehensive list.

City expands street vending

People can now sell items along the Third Street Promenade and other streets in Downtown Santa Monica following the City Council's decision to expand sidewalk vending. The Council had to develop regulations for sidewalk vending and expand areas where it is allowed thanks to a state law that decriminalize vending.

Vendors must obtain a business license and sidewalk vendor permit. They must also comply with county and state regulations, which includes obtaining an LA County health permit for those selling food.

Vending will be limited in highly-trafficked areas where it would impose a risk to the public's safety. These restricted areas include the Santa Monica Pier, where all vending will be prohibited except the City's existing license vendor cart program; as well as the Third Street Promenade and Transit Mall; Santa Monica State Beach (includes the 1700 block of Ocean Front Walk); and Palisades Park (within 500 feet of the Ocean Avenue entrance to the Pier bridge), where stationary vending will be prohibited.

Permit applications for sidewalk vending are available now.

New restroom, transit center opens

People who love taking public transit can now do their “business” all in one place.

The new GoSaMo Center, which replaces the former Transit Store at the ground level of Parking Structure 5 at 1444 Fourth St., offers Big Blue Bus (BBB) and Metro riders a one-stop shop for purchasing passes, including TAP cards, planning trips using guides and maps, and recovering lost items. The City's Parking Operations office is also located there, allowing people to purchase residential parking permits, beach parking permits, parking validations, and pay parking citations.

But what may be the most exciting feature for those with long commutes on public transit is a new restroom monitored daily by Downtown Santa Monica ambassadors, ensuring a safe, clean and pleasant experience.

The GoSaMo Center is open Monday through Friday, 7:30 a.m. – 5:30 p.m. Parking validations for downtown employees can be purchased Monday through Friday from 8 a.m. — 3 p.m. at the SP+ counter. SP+ is the City's parking vendor.

The old transit center, at 1334 5th St., is now closed.

Celebrating mom

Mother's Day (Sunday, May 12) is just around the corner and we want to help you make the most of it by sharing your Mother's Day specials. If you are offering a Mother's Day Brunch, exercise class, or discount, for example, please send it our way with any images and copy. Email marketing@downtownsm.com and we'll do our best to share the info on social media.

Parking structure to become housing

The City Council has plans to demolish Parking Structure 3 on Fourth Street and replace it with housing for low-income or homeless individuals. The structure, while heavily used, has long been slated for demolition. The Council accounted for the loss of PS3 years ago and included additional parking spaces in Parking Structure 6. Monthly parkers were moved last year out of PS3 and Parking Structure 1. The City is soliciting proposals from developers to build 100 to 150 units. Some units may be live-work spaces for artists. The ground floor is expected to accommodate restaurants, retail or other uses that activate the street.

Promenade dolphin set free

The dolphin sculpture on the 1400 block of the Third Street Promenade was removed last month as the City transitions to a digital program for donating money to support homeless services. The dolphin was one of three spread throughout the city where residents and visitors could deposit cash donations. DTSM is working with the City to launch a new program that allows people to send funds digitally, cutting costs and ensuring no physical monies are lost or damaged. DTSM every year donates money collected through the dolphin program to local service providers. So far more than \$280,000 has been collected thanks to our

A-frames not a-ok

There is confusion about the usage of temporary signs in the Downtown area and that can lead to businesses being warned and fined for non-compliance of the City's municipal code. Code number 9.52.130 states that “freestanding and pole signs” are prohibited. Stores are also prohibited from placing merchandise out on sidewalks or in the street. Businesses are allowed to have signs in their vestibule area as long they don't intrude onto public property. For questions about code compliance contact Code Enforcement at **(310) 458-4984** or Stephen Bradford at DTSM, Inc. at **(310) 393-8355**.

