



The Memo

March 2018

LA Marathon returns March 18: Downtown's the finish line

Santa Monica will welcome more than 20,000 runners and their families and friends for the last three miles of the LA Marathon on **Sunday, March 18, 2018**. The marathon route includes Ocean Avenue from San Vicente to California Avenue. Those streets will be closed beginning Saturday evening into early Sunday morning and will remain closed until the race is completed. Many adjacent streets will also be impacted.

The City of Santa Monica aims to create a safe, friendly atmosphere for all visitors while reducing the impacts on residents and Downtown employees. Taking public transit or riding your bike on the day of the marathon is a great way to help reduce traffic. Parking rates will remain the same as on a typical Sunday, however, please do not drive into downtown on race day if you can avoid it. There will be significant travel delays.

Visit SantaMonica.gov/Marathon for all the information you need to know about street closures, bus detours and more. Keep in mind that all public transit service will be re-routed to the Expo Light Rail station at 17th Street. From there, users will be provided a free transfer to board Expo and take the rail line into downtown Santa Monica. No buses will be allowed to enter into downtown on race day until public safety officers have cleared the area, which typically takes place after 4pm. For Big Blue Bus information, please visit BigBlueBus.com.

Please join us in being attentive of your surroundings during the marathon. If you see a suspicious person, object or vehicle along or near the race course, report the sighting immediately to 911 or to law enforcement personnel nearby.
Remember: See Something, Say Something.

Downtown businesses may want to offer runners a special offer or discount on race day as a way to congratulate them for making it to the finish line.

Be a part of Third Street Promenade's future

Downtown Santa Monica, Inc. and the City of Santa Monica will be hosting a series of public meetings to talk about design and infrastructure upgrades for the Third Street Promenade. We invite you to join us as we discuss everything from new light poles and public seating to event programming and retail offerings. The promenade is now almost 30 years old and it is time to reinvest into what has been named Santa Monica's "Living Room" so that it can remain one of the most popular public spaces in the world.

These fun, interactive meetings will feature several guest speakers who are experts in urban design and place making. Learn about new trends in retail and customer engagement. Understand the importance of creating and maintaining vibrant public spaces. Share your thoughts and help craft what the promenade will look like and how it will serve residents and visitors for generations to come. Be a part of history and make sure your opinion is heard.

Meeting Dates
Wednesday, April 18
Tuesday, May 1
Tuesday, May 15

All meetings are open to the public and will take place from 6:30pm to 8:30pm. Formal invitations will be sent soon.

Parking Structures 1 to close for repairs

Downtown employees and visitors take notice: Parking Structure 1 will be closed for maintenance and repairs beginning on Monday, March 5, 2018 and will reopen on Monday, March 12, 2018. This work is in addition to the installation of new parking equipment in most downtown structures. The new parking equipment installation will cause some delays and possible closures during off-peak hours.

For more information call the city of Santa Monica's parking operator SP+ at **310.576.4743**.

Artist Jen Stark drops latest sculpture in Downtown

Los Angeles-based visual artist Jen Stark has brought her vibrant fractal-bending, pattern-echoing artistic style to the public in Downtown Santa Monica's Triangle Square. Installed Wednesday, February 21 and on view through the late-Spring, the outdoor sculpture titled Tunnel Vision is Stark's second largest and uses repeating rings to present both polychromatic and monochromatic visual systems in one dynamic piece. The addition is the latest installment for DTSM, Inc. and the City of Santa Monica Cultural Affairs' public art initiative ROAM Santa Monica, created to activate the public realm and expand cultural offerings in Downtown Santa Monica. Stark's art is featured at institutions across the globe including the Smithsonian American Art Museum and the Museum of Contemporary Art (MOCA) in her hometown of Miami, FL.

Stop by and check it out!

Join the Downtown Run Club: Get fit & make new friends

Need help sticking to that New Year's resolution to get back in shape? Want to meet those who live or work in downtown just like you? Interested in learning about all that is happening in downtown before everyone else? If yes, then join the Downtown Santa Monica Run Club. Our goal is to help you find new friends and activities after the work day is done.

All levels of runners are welcome, from the marathoner to the infrequent jogger.

The first Downtown Santa Monica Run Club will take place Tuesday, March 27 in front of 1212 Restaurant on the Third Street Promenade near Wilshire Boulevard. Registration is at 5:30pm and the run starts at 6pm. Afterwards we eat, drink and be merry. Representatives from Downtown Santa Monica, Inc. will be on hand to answer questions about the district, as will representatives from the GoSaMo Transportation Management Organization, who will help you plan the best way to commute to downtown.

Pop-up parklet pilot program

DTSM, Inc. will be hosting a pop-up parklet on Thursday, March 8, from 10am — 3pm in front of Mendocino Farms (631 Wilshire Blvd) as part of a pilot program to encourage more businesses to host parklets throughout the downtown. The mini-park, which takes over a couple of metered parking spaces with colorful tables, chairs and umbrellas for shade, is free and open to the public.

Businesses interested in hosting a parklet in the future should contact DTSM, Inc. Mobility Manager Hector Soliman-Valdez at hector@downtownsm.com.

The Downtown Community Plan encourages the creation of more public spaces in downtown to meet the needs of residents, employees and visitors. Those could include courtyards and plazas that are privately owned and maintained, as well as pocket parks and parklets.

Employee reward of the month

You work hard for the money. Why not save a little? **The Downtown Employee Discount Program** is a great way to save and still show your love for your favorite downtown businesses. Just show your business card or pay stub at participating businesses. For a complete list visit www.downtownsm.com/employee-rewards-program

Tasti D-Lite & Planet Smoothie offers 10 percent off, excluding daily promos. They are located at 526 Wilshire Blvd., and can be reached at 310.857.6030. Learn more at www.planetsmoothie.com.

Upcoming meetings

DTSM, Inc. District Issues Committee

March 13, 9:30 a.m.

1351 Third Street Promenade, Suite 201
Meetings typically held the second Tuesday of each month.

DTSM, Inc. Access, Circulation, Parking

March 27, 9 a.m.

1351 Third Street Promenade, Suite 201
Meetings typically held on the fourth Tuesday of each month.

DTSM, Inc. Promenade Tenancy Committee

March 28, 9:15 a.m.

1351 Third Street Promenade, Suite 201
Meetings typically held on the fourth Wednesday of each month.

DTSM, Inc. Board of Directors Meeting

March 22, 5 p.m.

1351 Third Street Promenade, Suite 201
Meetings typically held the fourth Thursday of the month. Special meetings are held as needed.

