

**Downtown Santa Monica Inc.  
Occupancy Count Methodology**

**1. What Do We Include?**

We only count ground-level commercial spaces.

**2. What Do We Exclude?**

- Santa Monica Place

Business Name	Address
Santa Monica Bike Center	1502 4th St, Santa Monica, CA 90401
Nordstrom	220 Broadway, Santa Monica, CA 90401
Brilliant Earth	395 Santa Monica Place Ste 100, Santa Monica, CA 90401
True Food Kitchen	395 Santa Monica Place Ste 172, Santa Monica, CA 90401
Tesla	395 Santa Monica Pl Ste 120, Santa Monica, CA 90401

- Newly completed projects

Building	Address
NMS Lincoln	1550 Lincoln Blvd, Santa Monica, CA 90401

- A building with multiple non-street-facing businesses/spaces inside it without being able to see businesses through transparent windows.

Business Name	Address
	1137 2nd St, Santa Monica, CA 90401
Invited Event Space	1221 2nd St Ste 150, Santa Monica, CA 90401
Second Street Place	1428 2nd St, Santa Monica, CA 90401
	1148 4th St, Santa Monica, CA 90403
Back To Balance	1358 4th St, Santa Monica, CA 90401
Burke Williams	1358 4th St, Santa Monica, CA 90401
Akasha Naturals and several others	1234 6th St, Santa Monica, CA 90401
Brambila Salon	1327 Ocean Ave Ste 124, Santa Monica, CA 90401
Ocean Avenue Aesthetics	1327 Ocean Ave Ste E, Santa Monica, CA 90401
Saulino Smith Salon	1431 Ocean Ave, Santa Monica, CA 90401
	201 Wilshire Blvd, Santa Monica, CA 90401

**3. Other Counting Criteria**

- If the main entrance of a space is on one street but with the other street name in its official address, this space's street is based on its main entrance. For example, Robata Bar's main entrance is on Santa Monica Boulevard but its official address is on Ocean Avenue, this business is counted as a business on Santa Monica Boulevard.
- If a space could be used for commercial use but we could not verify the availability and use, we mark this space as "Undetermined."