

Parking Structures 7 & 8

Proposed Attendant Parking & Façade
Improvement Programs

March 11, 2008

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Attendant Parking Program

- ❑ Integrate operations
- ❑ Coordinate parking strategies
- ❑ Reduce confusion



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Attendant Parking Program

- ❑ Capital improvements
 - ❑ Funding of improvements
 - ❑ Distribution of parking revenues
 - ❑ Valet Parking
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Façade Improvement Program

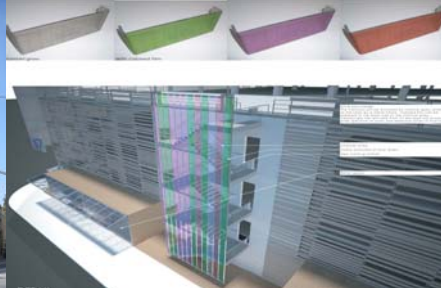
- ❑ Activation of ground-level
 - ❑ Integration with Santa Monica Place
 - ❑ Integration with other garages
 - ❑ Coincide with mall re-opening
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Structure 7 (4th & Broadway)



Current



Proposed – Stairwell Treatment



Proposed – Aerial View



Proposed – Pedestrian-Oriented Uses

Structure 7

View from 4th & Broadway



Proposed Santa Monica Place
Broadway entrance



Structure 7

Proposed Santa Monica Place
4th St. entrance



View from 4th & Broadway



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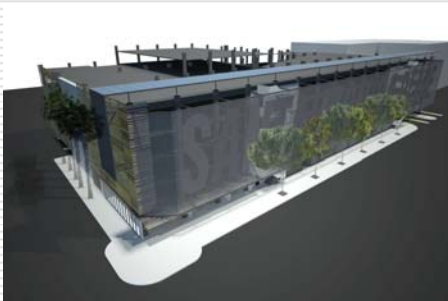
Structure 8 (2nd & Colorado)



Current



Proposed – Street Level



Proposed – Aerial View



Proposed – Pedestrian-Oriented Uses

Structure 8

View from Colorado Ave



Proposed Santa Monica Place entrance from Colorado Ave



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Structure 8

Santa Monica Place –2nd St entrance



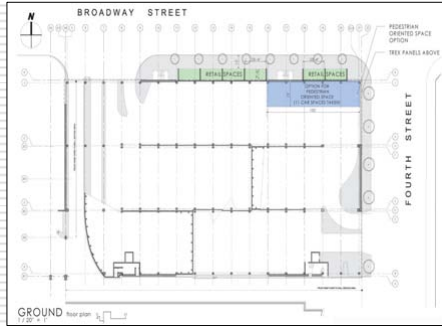
View from 2nd & Colorado



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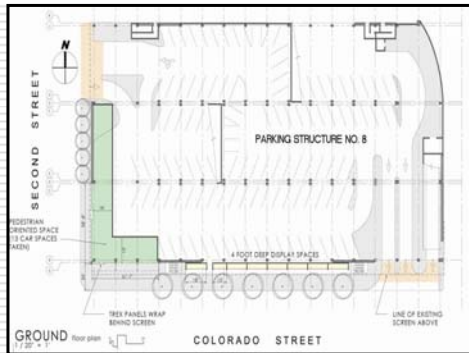
Pedestrian-Oriented Uses

Structure 7



Pedestrian-Oriented Uses

Structure 8



Issues

- Retail leasing
- Construction of improvements
- Colorado streetscape timing

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Recommendations

Agency

- Attendant parking
- Valet parking
- Façade improvements
- Leasing of retail
- Construction of improvements
- Colorado streetscape improvements

City

- Contract amendment

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