

MACERICH®





THIRD STREET
PROMENADE

SANTA MONICA PLACE

SANTA MONICA PIER

THIRD STREET

The Early Days



THIRD
STREET
1960's



THIRD STREET MALL



THIRD STREET PROMENADE



ORIGINAL SANTA MONICA PLACE

Enclosed environment

Inward facing

Not pedestrian oriented



1980

ACQUIRED 1999

Macerich headquartered in Santa
Monica for 35 years

Macerich flagship



1990's

2004 MIXED USE PLAN



Demo mall, anchors & parking. Build 2 levels of underground parking.
Build 560,00 sf retail, 100,000 sf office and 450 residential units.
Residential buildings at 300'.

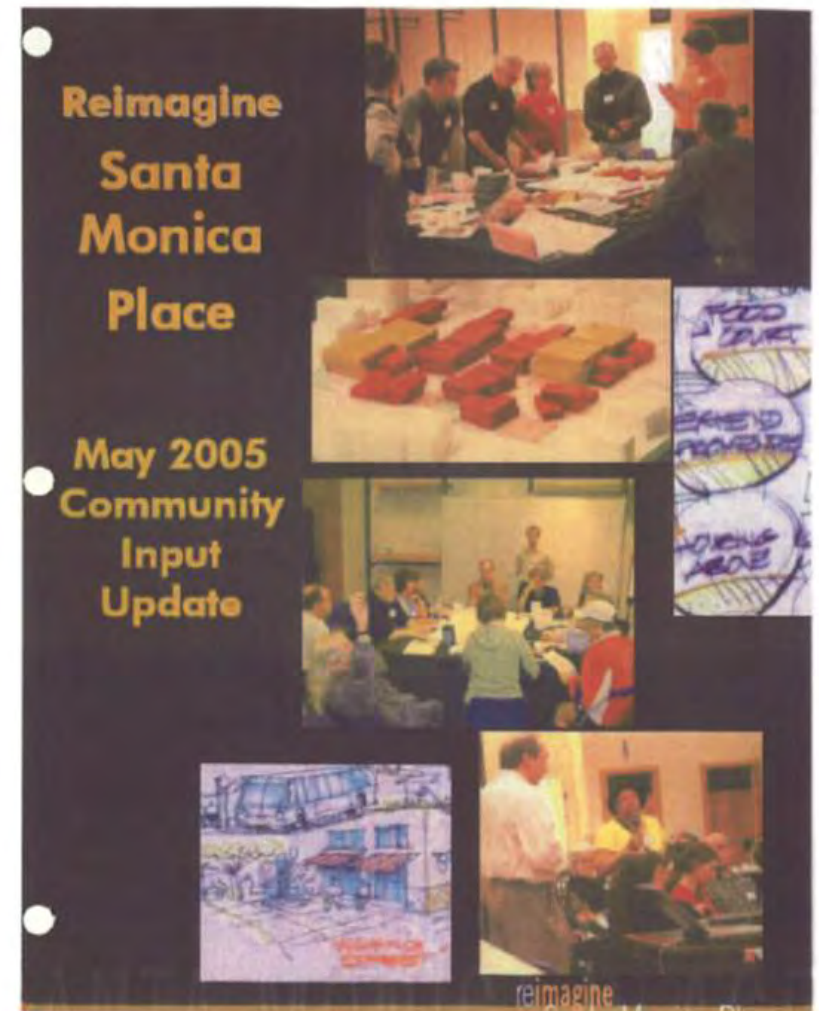
RETAIL, OFFICE & RESIDENTIAL

COMMUNITY OUTREACH

Workshops, phone surveys, postcard surveys & website

SIX KEY REQUESTS

- Reasonable scale
- Better connection with Third Street Promenade
- Open-air, views and street-retail
- Environmentally sound project
- Retail the primary use
- Traffic/parking consideration



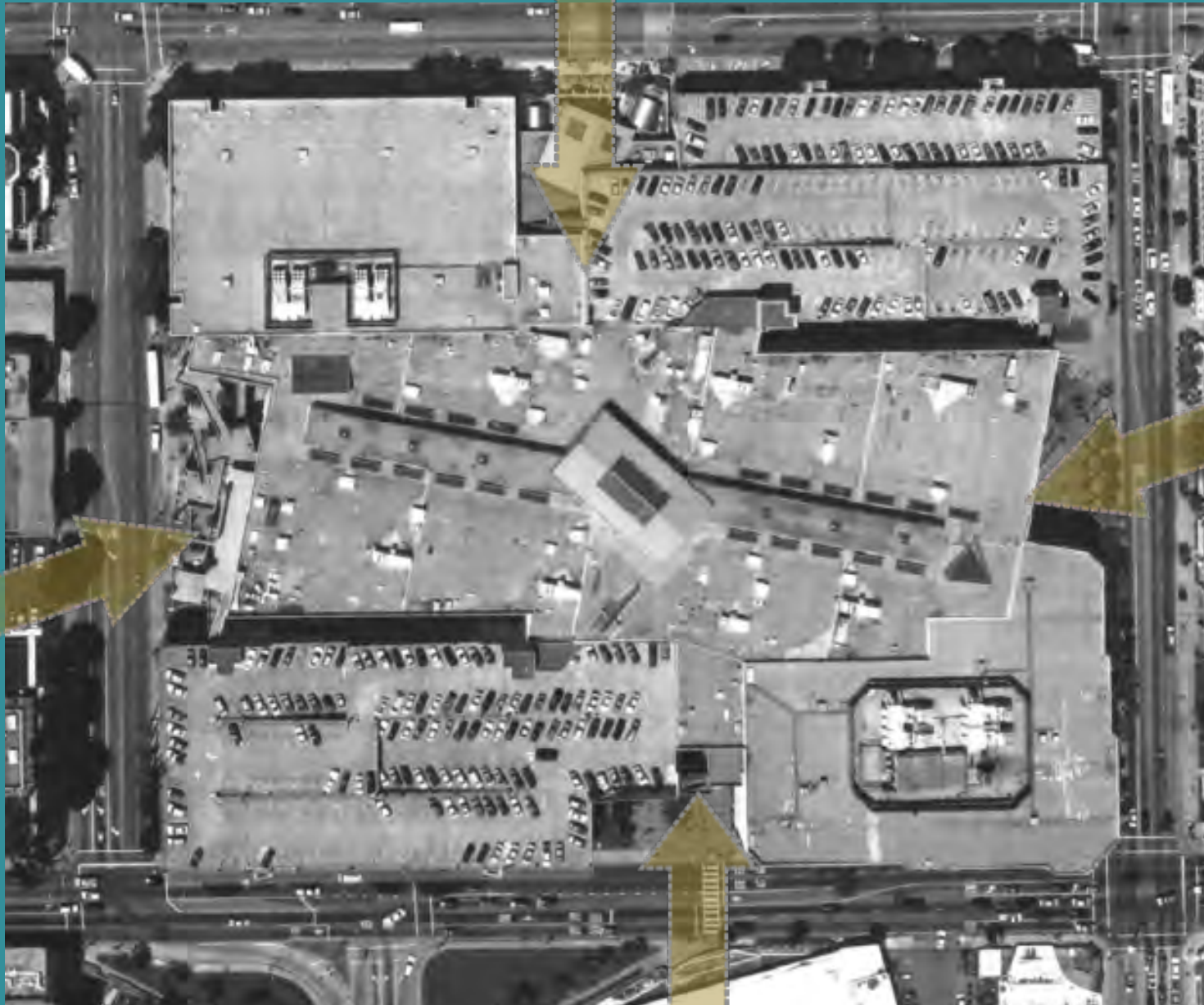
SANTA MONICA PLACE

Transformation of a tired mall...



BEFORE

Third Street Promenade



The
Pier &
Ocean

City

Civic Center

DESIGN STRATEGIES

Los Angeles experience

Demographic targets

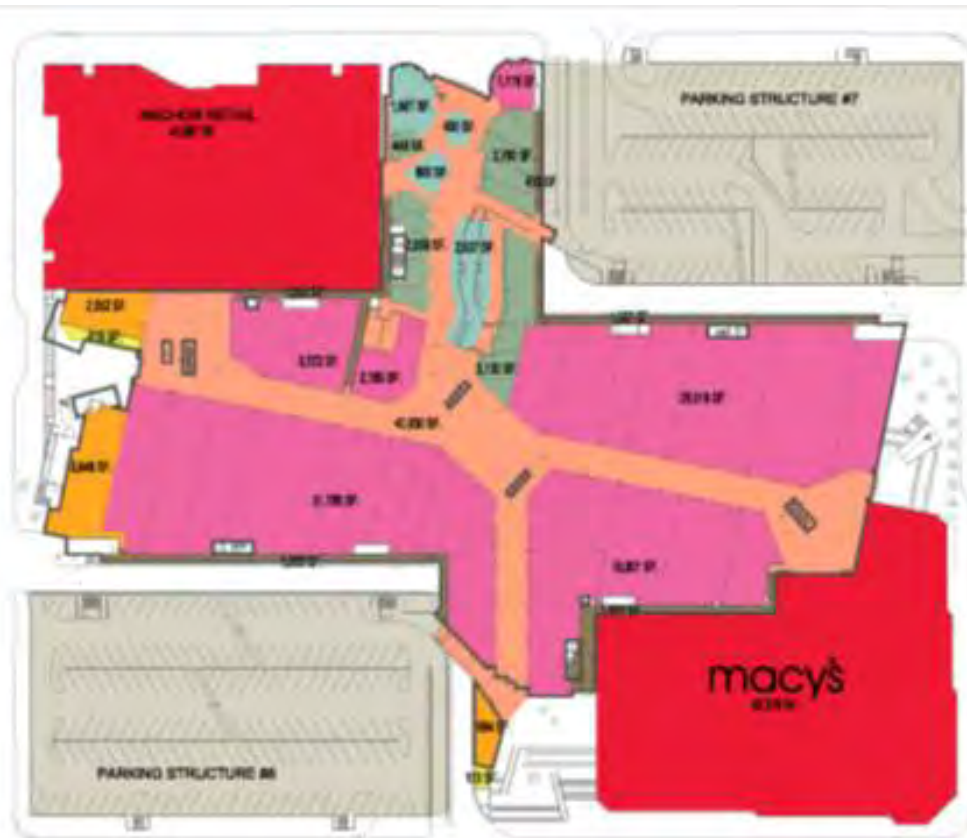
Extension of Third Street Promenade

Urban connectivity

- Heart of the city
- Open-air center
- Upper level dining deck – culinary experience



SANTA MONICA PLACE SITE PLAN



BEFORE



AFTER

SANTA MONICA PLACE

Transformation of a tired mall...



AFTER

BROADWAY

Today



2nd Street Today



4th Street Today



COLORADO

Today





GRAND OPENING DAY EVENT



GRAND OPENING NIGHT EVENT

DINING DECK

Today



SANTA MONICA PLACE & SUSTAINABILITY

- Otis College of Art & Design, Creative Vision Award, 2011
 - Retail Traffic SADI, New Open-Air Center, 2011
- NAREIT Leader in Light, Honorable Mention, 2011
 - ICSC, Sustainable Design Gold Award, 2012
 - MAPIC High Street Award, Best-of-the-Best 2012
- ICSC, VIVA Global Design & Development Best-of-the-Best, 2013

- Los Angeles Business Council, Design Concept, 2008
- Westside Urban Forum, Westside Award, 2010
- Southern California Development Forum, Commercial Building Design Award, 2010
- ASLA – Southern California Chapter, Design Award, 2010
- Los Angeles Business Council, LA Architectural Retail Award, 2011

- PCBC Gold Nugget Award, Best Retail Project, Grand Award, 2011
- Los Angeles Business Journal, Best Retail Project, 2011
- ICSC, Design Gold Award, 2012
- Sustainable Quality Award, Stewardship/Natural Environment, 2013

LEED GOLD CERTIFICATION

MERCHANDISING

Currently Open

LOUIS VUITTON

BURBERRY

for all mankind

TED BAKER
LONDON

kitson


kate spade
NEW YORK

BARNEYS
NEW YORK

MICHAEL KORS

All Saints
SPITALFIELDS.

TIFFANY & Co.

BOSS
HUGO BOSS


TORY BURCH



MECHANDISING

Opening Soon



The Kooples



The Cheesecake Factory

SPANX
BY SARA BLAKELY®



THIRD STREET
PROMENADE

SANTA MONICA PLACE

SANTA MONICA PIER

TONGVA
PARK

EXPO
LIGHT RAIL

VILLAGE AT
SANTA
MONICA

VENICE BEACH →



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ONE OF THE NATION'S LEADING OWNERS, OPERATORS &
DEVELOPERS OF MAJOR RETAIL PROPERTIES IN
ATTRACTIVE U.S. MARKETS, INCLUDING: GREATER NEW YORK,
WASHINGTON D.C., CHICAGO, ARIZONA & CALIFORNIA