

SANTA MONICA : OPEN FOR BUSINESS

The City of Santa Monica has simplified zoning and permitting rules for **new** and **existing businesses**.



More types of businesses can open or expand operations now with staff-level approvals (in place of the time + expense of public hearings) – enabling businesses to open **faster** + focus on making their **businesses successful** in Santa Monica.

SPACE + SIZE

- A non-conforming retail or eating + drinking use vacant for more than a year can be reoccupied without new zoning approvals required
- Parking space credit of up to 10-parking spaces provided to support changes in land use.
- Expedited eligibility for waiver or reduction in number/ dimensions loading space(s)
- Reduced restrictions on the overall size + width of tenant spaces

- Parklet, Sidewalk Dining + Private Outdoor Permit programs created to support outdoor business operations – including restaurant, fitness, salons/spas + retail

SIGNS

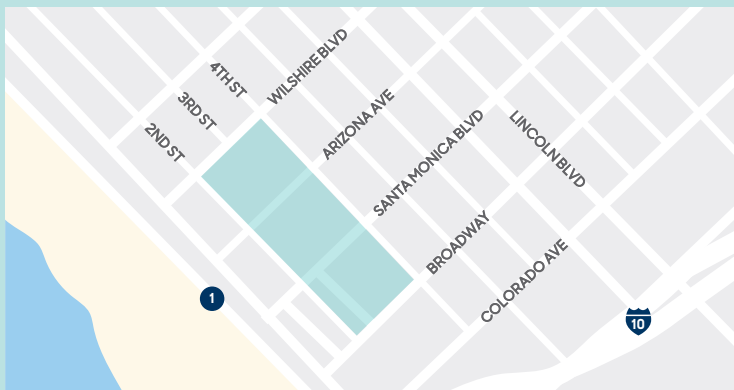
- Code compliant signs + sign programs are now approved at staff level
- Staff approval for more signs + lettering up to 18 inches

ADDITIONAL IMPROVEMENTS

DOWNTOWN + THIRD STREET PROMENADE

- **More signs allowed:** including upper-level signage, business-adjacent portable "A" frame signs + limited signage on outdoor dining barriers
- No minimum parking required
- **Active commercial use depth** requirement reduced from 50' to first 25' of property
- Entrances/doorways to upper floors allowed directly onto sidewalks + Promenade
- **Change of use** from a restaurant to another use no longer requires a public hearing
- Non-conforming retail, eating + drinking, or bar/nightclub/lounges can be reoccupied by new tenant with the same type of use without new zoning approvals
- **Increased flexibility of unenclosed rooftop areas** for commercial/restaurant activity, including rooftop shades up to 10' in height permitted above the roofline
- **Streamlined permitting** of existing land uses, less zoning restrictions + elimination of need for Conditional Use permits (CUPs), Minor Use Permits (MUPs), + other discretionary approvals for the following uses:
 - Child Care + Early Education Facilities
 - Cinemas + Theaters, more than 99 seats
 - Convention + Conference Centers
 - General Retail Sales, Medium-Scale Facility
 - Grooming & Pet Stores Bed + Breakfast
 - Hotels + Motels
 - Medical + Dental Offices;
 - General Personal Services
 - Tattoo or Body Modification Parlor
 - Food Hall
 - Automobile + Vehicle Showrooms
- Change of ownership + interior remodels of existing legal non-conforming alcohol outlets without a CUP or Alcohol Exemption no longer require zoning conformance review if the business has been in continuous use + hasn't substantially changed how it operates

Third Street Promenade Area



FOOD + DRINK

- **Full service, limited service + takeout restaurants** up to 5K sf allowed by-right, including the ability to provide off-site alcohol per ABC allowances
- **Alcohol Exemptions:** No public hearing required nor appeal process for restaurants providing on-site alcoholic beverage service within established operational conditions, subject to ABC licensing approvals being secured + proper licensing from ABC reducing time + expenses
- **Food Halls** now a conditionally allowed use
- Elimination of restrictions on the number of restaurants per block on Main Street
- Expanded opportunities for **outdoor dining** citywide (Sidewalk Dining, Parklet Dining + Private Property)

USES

- New **'Pop-Up' approval** process
- Health clubs, physical training + yoga studios up to 5K sf allowed in more areas by-right

DOING BUSINESS WITH THE CITY

- **Online appointment system for in-person permit center services**
- Online services, including planning application submittals + virtual permit issuance for building permits
- New **311 customer service** online portal to help answer questions + provide guidance on opening a business, confirming zoning, reporting issues, etc.
- New online **Virtual Counter Review** service for minor projects that can typically be approved at the public counter
- Upgraded online plan review system (ProjectDox)
- Ongoing technology upgrades

FOR MORE INFORMATION

Santa Monica's 311: (866) 311-7266 or 311@santamonica.gov
santamonica.gov/categories/business
with resources to help businesses open, grow, and thrive in Santa Monica.





Nearly all commercial uses, if within the boundary shown below, are now allowed by-right and can apply for a streamlined process to sell alcohol, all without a public hearing!



Is my Business Eligible?

See below for the wide range of eligible uses.



**Restaurants, Bars, Clubs,
Lounges**

**Liquor/Convenience
Stores, Tasting Rooms,
Retail Events**

Commercial Facilities
(e.g., arcades, art studios/
galleries, pickleball courts,
live music venues, pop-up
experiences, theaters)



Permitted Uses in the Downtown

Downtown Santa Monica: Outside of the Promenade Area



Commercial uses in the Downtown and outside of the Third Street Promenade Area may require a public hearing for approval. See the reverse side for a map of the area, and below for example uses and process required:.

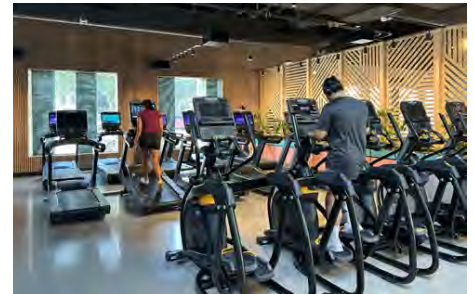
Permitted, By-Right:



Restaurants up to 5,000 SF



Pop-ups & Experiences



Gyms & Fitness Studios



Retail Sales



Pickleball & Other Sports



Salons and Other Services

Hearing Required (Conditional or Minor Use Permit)



Wine & Spirits Tasting Rooms



Bars, Clubs & Breweries



Pet Day Care and Vets



Food Halls



Liquor Stores



Hotels & Motels



Permitted Uses in the Downtown

Downtown Santa Monica: Outside of the Promenade Area



See the map below for the extent of Downtown Santa Monica, in purple, excluding the Third Street Promenade Area:





By-Right Uses in the Third Street Promenade Area

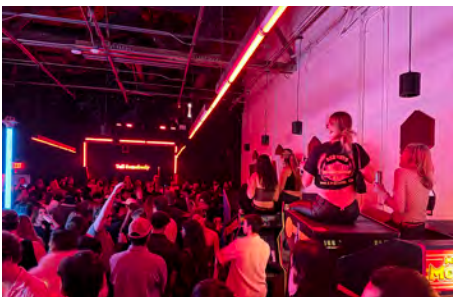
Downtown Santa Monica: 2nd, 3rd, 4th, and Santa Monica Place



Nearly all commercial uses in the Third Street Promenade Area are now allowed by-right without a conditional use permit! Check the map below to see if you are within the Promenade boundary area. **Scan the QR code above for more information.**



Some examples of eligible uses include:



Live Music Venues & Theaters



Bars, Clubs & Breweries



Arcades & VR Game Rooms



Restaurants & Coffee Shops



Pop-ups & Retail Experiences



Gyms & Fitness Studios



Art Galleries & Studios



Pickleball & Other Sports



Wine & Spirits Tasting Rooms



Businesses along the Third Street Promenade can now add creative and unique signs at a larger scale than before to their storefront. Building wraps, projected graphics, 3D signs, and animated signs are just a few examples of what's allowed under the new code.

What Type of Signage is now Allowed?

See below for the categories of signs now allowed. See Section 9.61.200 of the Zoning Ordinance for all standards including size and location.



Animated Signs



Supergraphics
(Vinyl wraps, projected
graphics)



Portable Signs



Projecting Signs



3D Signs