

Massive Development Proposed for Most Congested Area of City

On the abandoned PaperMate factory site, in the heart of Santa Monica, (26th and Olympic) an out-of-town developer wants to build a project **MORE THAN TRIPLE the size of what current zoning allows.**

Will the City let him? Believe it or not, it very well might.

A mammoth new development is in the works for the corner of Olympic and 26th Street. Current zoning allows for a 300,000 square foot project. But the developer wants to build 969,000 square feet –**almost twice the size of the Santa Monica Place mall.**

The project would be **three-quarters the size of the Water Garden**, which is right across the street. The Water Garden is now acknowledged by city planners as **a planning disaster**, tying up traffic mornings and evenings for miles around it.

Now this out-of-town developer wants to increase the gridlock with a massive new project that could bring **15,000 additional car trips per day** to this already impenetrable area.

When the owners of Santa Monica Place proposed a huge, new development on that site, Santa Monica residents like you came together to say “no.” Residents knew that the larger the project, the more traffic it would bring. Today, thanks to you, SM Place is being redesigned with no increase in square footage.

We won that fight and we can win this one. It’s all up to us – the people who live here and care about this city.

Soon the developer will bring their mammoth project to City Council. We believe that if there’s enough community opposition the Council will scale back this project. But only if there’s enough opposition.

What you can do?

Spread the word. Tell your Santa Monica friends and neighbors about this issue.

Go to www.smclc.net and let us know how to reach you. We can then inform you about actions you can take and the most effective time to take them. When this issue came before the Planning Commission, over 100 concerned residents voiced their opposition. **That organized opposition was very effective** in putting the City and developer on notice: like the first massive Santa Monica Place development proposal, **this huge project must be scaled back. Way back.**

Volunteer some time. We could use occasional office help, which can be done from your home. Go to our website at: **www.smclc.net** to let us know if we can call on you.

Make a donation. We’re an all-volunteer group; no one makes a salary. The more resources we have, the more residents we can reach through mailings and flyers. And the more residents we reach, the more opposition grows. We’re up against a very wealthy developer with very deep pockets. Please help by making a donation at **www.smclc.net** or send a check to the address above.

Thanks for your support.