



NightSeeing for Third Street Promenade

Summary Report

Presented by: Leni Schwendinger
Client: Downtown Santa Monica, Inc.
June 3, 2019



THIRD
STREET
PROMENADE

NIGHTSEEING™
Navigate Your Luminous City
Santa Monica, CA 2019

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All photos by Kelli Hayden Photography unless otherwise noted

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Why NightSeeing is Important for Placemaking

Downtown Santa Monica (DTSM) commissioned Leni Schwendinger, nighttime designer and urban lighting design consultant, to conduct a NightSeeing program for May 6th and 7th 2019. The purpose was to provide a qualitative, eye-opening experience of the Third Street area night. The lecture, followed by walking tour, was attended by approximately 25 people. The workshop was attended by 12 stakeholders.

The Stakeholders experienced fresh view of the district. Positive and neglected spaces, social conditions and lighting quality, were observed. Significantly, instruction was provided to expand attendees' vocabulary to describe objectives for a vitalized area after dusk.

This scope provides a launch to a future lighting masterplan for wider coverage area.

The NightSeeing activities took place over two nights, the first was a pre-walk rehearsal on May 6th. The second was the walking tour "LightWalk" event itself on May 7th. A workshop commenced on the next day, May 8th. The character-card workshop focused on identifying three objectives for nighttime and lighting of the subject area.

The NightSeeing LightWalk Route



★ Start of route - 1212 Restaurant



● "The Experiment"



● Third/Arizona



● Parking Structure-3 Lights



● 1300 Third Court



● 4th Street Tree Lights



● SM Transit Mall



● 1400 Third Court



● Parking Structure-5



● 1500 4th Lights



★ End of route - Colorado Esplanade

The LightWalk route included the Third Street Promenade improvement study area as well as adjacent streets.

Route selection criteria included; a 10 minute city walk, as much variation of buildings, streetscape as possible, as well as diversity of demographics and economic considerations. Good lighting is a bonus.

Route map by John McGill, DTSM

The NightSeeing LightWalk Selected Documentation



Additional photos in "Report: Additional Material" document

The Envisioning Workshop: Introduction

An Agile Nighttime Envisioning Workshop was held on May 8, 2019 in the DTSM conference room. The event was two hours. The workshop goal was to arrive at three objectives for a future light/night strategy.

There were 12 people in attendance, plus Steven Welliver and Leni Schwendinger. Two teams were assembled by Steven—each a mix of professionals, board members, residents and government.

The attendees commenced with a brief sharing period about the prior evening's LightWalk. Leni then made a presentation to reinforce observations from the Walk and to extend design thinking for the workshop.

The groups were tasked to select five character cards out of a total of 30. Through discussion and a process of consensus building, prompted by the atmospheric picture cards, each group arrived at three objectives for a future strategy for the study area. Leni synthesized the six objectives as final.



Workshop photos by Mackenzie Carter, DTSM

The Envisioning Workshop: Group A

Participants

Alan Loomis
Kevin Herrera
John McGill
Nina Fresco
Therese Kelly
Jay Aguilar

Position

City Urban Designer
Sr. marketing and communication manager
Public space supervisor
Commissioner
Commissioner
Promenade maintenance supervisor

Organization

City of Santa Monica
DTSM
DTSM
Planning Commission
Architectural Review Board
City of Santa Monica

Group A: Selected Objectives

1. Art to create surprising focal points that attract people to interact
2. To create active, authentic, unique community
3. To achieve intimate, subtle, precise and welcoming environment through design



Alan Loomis, Workshop Leader
Kevin Herrera, Workshop Scribe

Group A: Selected Character Cards

Associated with Objective 1



Associated with Objective 2



Associated with Objective 3



The Envisioning Workshop: Group B

Participants

Nick Efron

Bertilla de Baudiniere

Graham Sandelski

David Khedr

Barbara Kaplan

Rick Valte

Position

Public Space Manager

Landscape Designer

Landscape Designer

Property Owner

Commissioner

City Engineer

Organization

DTSM

RCH

RCH

Architectural Review Board

City of Santa Monica

Group B: Selected Objectives

1. A welcoming interactive environment that is inviting to all
2. Promote street activity on all streets and alleys
3. Define place: what and which identity is the highest priority?



Nick Efron, Workshop Leader
Bertilla de Baudiniere, Workshop Scribe

Group B: Selected Character Cards

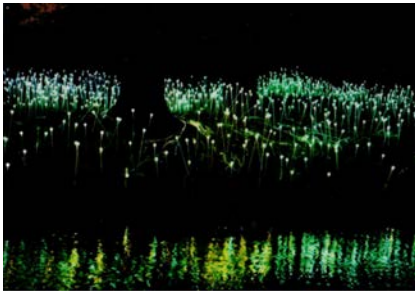
Associated with Objective 1, 2



Associated with Objective 1, 2



Associated with Objective 1, 2, 3



Associated with Objective 1, 3



Associated with Objective 3



Final Objectives to Launch a Lighting Strategy

Synthesized Objectives

Overview: Utilize light as a medium that fosters *welcome* after dark

1. Further develop community connections by providing public space activities for interaction and authentic community involvement. Explore “surprising” night activities that build anticipation and require discovery
2. Build upon the public art program with a goal to define and interpret place identity. Consider alleys and adjacent streets as sites, provide gathering places
3. Develop a range of experiential streetscape activities from subtle and nuanced to bold and spectacular



Nighttime design aims to increase hours of social and physical activity in public space.

The intended outcome is welcome and safety, better health and economic vitality.



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