

When developers work WITH residents, everyone WINS.

The Santa Monica Coalition for a Livable City congratulates **Santa Monica Place** on winning the prestigious **2013 “Best of the Best” Award** from the International Council of Shopping Centers.



Seven years ago, Macerich Co, owners of Santa Monica Place proposed demolishing that mall and replacing it with a new shopping center and three 21-story towers.

Listening to residents' concerns about increased traffic and out-of-scale development, Macerich abandoned those plans and redesigned the existing mall, turning it into an “outstanding example” of “design and development, marketing sustainability and community service worldwide.”

Current developers take note:

**Santa Monicans didn't want 20+ story towers then, and we don't want them now.
Santa Monica is not Miami Beach.**

When developers listen to residents everyone wins!

SMCLC is a nonprofit, all-volunteer group of Santa Monica residents concerned about unsustainable development in our city, the effects it has on traffic and our quality of life, and the influence developer money has on our local elections.
Join us at smclc.net

SMCLC.net

Santa Monica Coalition for a Livable City