



Third Street Promenade

DOWNTOWN SANTA MONICA

78 new businesses since 2024

And 17 more on the way. The promenade is where it's at.

NEW BUSINESS HIGHLIGHTS · AS OF OCTOBER 1, 2026



CONTACT US

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95 openings, opened and coming

95

26

OPENED IN 2024

35

OPENED IN 2025

17

OPENED SO FAR IN 2026

17

COMING SOON

WHAT KIND OF BUSINESSES



OPENED IN 2024

The class of 2024

26

 FOOD & BEVERAGE	 RETAIL & HOSPITALITY	 FITNESS & RECREATION	 FITNESS & RECREATION	 FOOD & BEVERAGE	 FOOD & BEVERAGE	 FOOD & BEVERAGE
 FOOD & BEVERAGE	 FITNESS & RECREATION	 RETAIL & HOSPITALITY	 FOOD & BEVERAGE	 BEAUTY & WELLNESS	 ART & ENTERTAINMENT	 RETAIL & HOSPITALITY
 FOOD & BEVERAGE	 ART & ENTERTAINMENT	 FOOD & BEVERAGE	 FOOD & BEVERAGE	 RETAIL & HOSPITALITY	 RETAIL & HOSPITALITY	 FOOD & BEVERAGE
 RETAIL & HOSPITALITY	 RETAIL & HOSPITALITY	 RETAIL & HOSPITALITY	 FITNESS & RECREATION	 RETAIL & HOSPITALITY		



OPENED IN 2025

The class of 2025

35

 FOOD & BEVERAGE	 FITNESS & RECREATION	 FOOD & BEVERAGE	 ART & ENTERTAINMENT	 ART & ENTERTAINMENT	 FOOD & BEVERAGE	 ART & ENTERTAINMENT
 RETAIL & HOSPITALITY	 BEAUTY & WELLNESS	 FOOD & BEVERAGE	 FITNESS & RECREATION	 FOOD & BEVERAGE	 FOOD & BEVERAGE	 FITNESS & RECREATION
 RETAIL & HOSPITALITY	 FITNESS & RECREATION	 FOOD & BEVERAGE	 FOOD & BEVERAGE	 OFFICE & BUSINESS SERVICES	 FOOD & BEVERAGE	 FOOD & BEVERAGE
 OFFICE & BUSINESS SERVICES	 ART & ENTERTAINMENT	 FITNESS & RECREATION	 FOOD & BEVERAGE	 FOOD & BEVERAGE	 RETAIL & HOSPITALITY	 ART & ENTERTAINMENT
 OFFICE & BUSINESS SERVICES	 RETAIL & HOSPITALITY	 FOOD & BEVERAGE	 FOOD & BEVERAGE	 FITNESS & RECREATION	 OFFICE & BUSINESS SERVICES	 OFFICE & BUSINESS SERVICES



OPENED SO FAR IN 2026

Already open this year

17

 COFFEE • MATCHA • FOCACCIA • PIZZA FOOD & BEVERAGE	 FITNESS & RECREATION	 FOOD & BEVERAGE	 FOOD & BEVERAGE	 FOOD & BEVERAGE	 FOOD & BEVERAGE
 FOOD & BEVERAGE	 BEAUTY & WELLNESS	 BEAUTY & WELLNESS	 FOOD & BEVERAGE	 BEAUTY & WELLNESS	 FOOD & BEVERAGE
 RETAIL & HOSPITALITY	SILVER LININGS TATTOO STUDIO BEAUTY & WELLNESS	 OFFICE & BUSINESS SERVICES	 FOOD & BEVERAGE	WEST SIDE OYSTER CLUB FOOD & BEVERAGE	



COMING SOON

On the way downtown

17



ART & ENTERTAINMENT



FOOD & BEVERAGE



FOOD & BEVERAGE



FOOD & BEVERAGE



FITNESS & RECREATION



FOOD & BEVERAGE



FOOD & BEVERAGE



BEAUTY & WELLNESS



FOOD & BEVERAGE



FOOD & BEVERAGE



FOOD & BEVERAGE



FOOD & BEVERAGE



OFFICE & BUSINESS SERVICES



FOOD & BEVERAGE



FOOD & BEVERAGE



FOOD & BEVERAGE



FOOD & BEVERAGE



Third Street Promenade
Santa Monica, CA

Source: XYZ³, as of October 1, 2026

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